

Dallas

DECEMBER • 1951

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Congratulations... to TEXAS BUILDERS OF TOMORROW



These winners of the 1951 Student Competition sponsored by the Texas Society of Architects and The Featherlite Corporation were presented with their awards at the recent TSA Convention in San Antonio. Left to right (back row): Alexander McNab, Houston, University of Houston; Robert A. Stinson, Dallas, Texas A. & M. College; Jim MacLean, El Campo, University of Houston; Bill C. Powell, Lubbock, Texas Technological College; Gerald E. Branda, Port Arthur, University of Texas; George G. Randell, Jr., Houston, A. & M., whose design was

awarded the Meritorious Design Award by the TSA jury; Les Swanson, Tomball, University of Texas; John William Hill, San Antonio, Rice Institute; (front row) Louis E. Fincias, San Antonio, A. & M.; J. B. Van Ness, Jr., Houston, University of Houston; Harold Dee Mitchell, Pampa, Texas Tech; James C. Wash, Lexington, Ky., University of Texas; William Wiley Perry, Clayton, Mo., Rice; Harry Arthur Schroeder, Racine, Wis., Rice. Not in the picture is another winner, Robert L. Goyette, Lubbock, Texas Tech.

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1890 William S. Henson, Inc.
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Established

1893 Sparkman-Brand, Inc. Morticians
Originally, Loudermilk, Broussard and Miller.

1893 Fleming & Sons, Inc.
Manufacturers—Paper and Paper Products

1900 The Murray Co. of Texas, Inc.
Carver Cotton Gin Division 1807
Boston Gear Works Division 1880
Industrial Supply Division 1907

1900 John Deere Plow Company
Agricultural Implements

1903 Republic Insurance Company
Writing Fire, Tornado, Allied Lines, and Inland Marine Insurance

1903 First Texas Chemical Mfg. Company
Pharmaceutical Manufacturers

1906 Hesse Envelope Company
Manufacturers of Envelopes and File Folders

1907 Tennessee Dairies, Inc.
Gold Seal Dairy Products

1911 W. W. Overton & Co.
Food Brokers

1912 Stewart Office Supply Company
Stationers—Office Outfitters

1914 Texas Employers Insurance Ass'n.
Workmen's Compensation Insurance



THE matched white horses, gleaming harness and jet black hearse and carriages shown in the above 1904 photograph contrast sharply with the present-day motorized equipment of Sparkman-Brand, Inc., morticians. This firm traces its business origin back to 1893 when George W. Loudermilk, who was associated with Patrick J. Linskie, Dallas' first funeral director, started his own business. His first location was the old Oram Building on Main Street. The locale shown above, then 499 Main Street, is now the present site of Corporation Court. Later the firm was located in the old Linskie Building on the present site of the White-Plaza Hotel. In 1920, Will R. Sparkman purchased the Loudermilk Company and operated as Loudermilk-Sparkman for many years. In 1926, the firm moved to its present location in the old A. H. Belo colonial home on Ross Avenue. Louis N. Sparkman, actively associated with his father for many years, now heads the firm and associated with him are G. W. Christian and Bert N. Stitt.

Business Confidence Built on Years of Service

Old firms like old friends demonstrate their worth by dependable service through long periods of prosperity and adversity. The Dallas business pioneers listed on this page have progressed with the city they have helped to build. Their long and successful operations point up the economic power and stability of the community. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

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Dallas

December • 1951

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NUMBER 12

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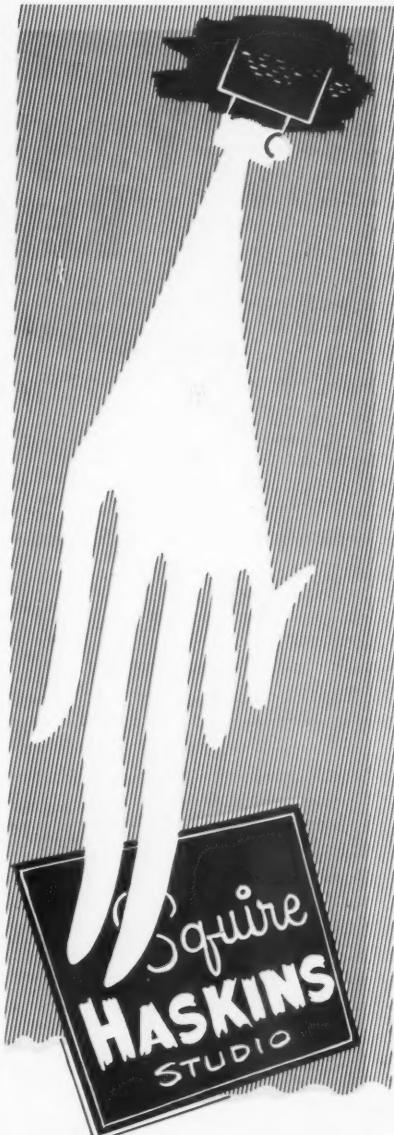
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Progress Report

OF THE

FIRST NATIONAL BANK in DALLAS

Extra Dividend

ON November 15, 1951, the Board of Directors declared the regular quarterly dividend of 50c per share and an extra dividend of 25c per share payable on or before December 24, 1951, to all stockholders of record as of December 15, 1951. The total of dividends declared this year is \$2.25 per share, which represents 14% of the par value of \$16.00 per share.

Increased Deposits

The published bank statement of October 10, 1951, as required by the Comptroller of Currency, reflected deposits of \$408,559,377.90. The published statement of October 4, 1950, reflected deposits of \$330,806,524.28. This is an increase in deposits for the period of \$77,952,853.62.

Motor Bank

The First National Motor Bank across Elm Street from the main building is scheduled for opening on or about February 15, 1952.

Bank Modernization

A total of 4,500 square feet of additional working space will be provided when a ceiling is put in the mezzanine well in the main lobby. This project, now under way, will be followed by additional remodeling, plans for which are now on the drawing boards.

Dallas Room

A handsomely appointed auditorium on the third floor of the Bank Building, with a seating capacity of 150, is now available for use without charge by civic and business groups.

WE are humbly grateful to our many friends who have made this progress possible.

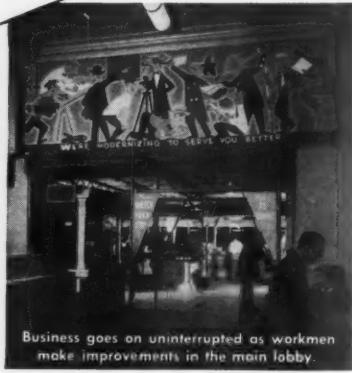
76th year of dependable, personal service

FIRST NATIONAL
BANK IN DALLAS

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION



Arrangement of scaffolding causes minimum inconvenience to customers.



Business goes on uninterrupted as workmen make improvements in the main lobby.



Entrance to Dallas Room.



First National Motor Bank will extend from Elm to Pacific.



Give
us
an
opportunity
to
say
YES

WASHINGTON

By DALE MILLER

Representative of the Dallas Chamber of Commerce
in the Nation's Capital

Finale For '51

LOOKING backward this time of year to another twelve months of the tumult, the confusion, the complexity, and the grandiose immensity that all add up to Washington, one sometimes shake one's head and wonders. Not about anything in particular; one just wonders. It always seems faintly surprising in this comparatively restful season of the year that such a frantic and unpredictable cycle can whir forever into the future like a comet and yet adhere mysteriously to some fixed destiny like a star. One tries to fathom it at times, but the only answer seems to be that there's just no place like Washington; no place like it anywhere in the world, and in many respects that's probably just as well.

There was a time, and not too long ago at that, when there was a certain order and serenity about Washington. One knew more or less when Congress would meet and adjourn, and what the legislative program was apt to be. One could count the departments of government on one's fingers and toes, and have a couple of pedal digits left over. And one could read the federal budget and not merely weigh it. But that was in the quaint and reposed past, before depressions and wars and world ideologies produced big government, with all its tensions and turmoils, and ramifications so vast as to transcend all comprehension. Since then this teeming city has never been the same, and of course will never be again.

Against this modern backdrop the political drama of 1951 was less spectacular than it would have appeared from some perspective of the past, but even so it had its moments. Congress always sets the tempo of the times, with its stenorian sessions, hearings, and investiga-

tions, and each new session seems to last longer than its predecessors. This year the Senate was in session nearly a thousand hours over a period of 172 days, and the House more than seven hundred hours in 163 days, not to mention the thousands of hours devoted to committee hearings. The Senators and Representatives filled more than 21,000 pages of the proceedings and appendix of the Congressional Record, introduced more than 10,000 bills and resolutions, and acted on more than 26,000 nominations received from the President.

Responsibilities were heavy on Capitol Hill, and as usual some of the most burdensome were borne by Texans. One Texan continued as Speaker of the House, and early in the year reached a historic milestone by having served in that highly important post longer than any of his predecessors. One Texas Senator dominated the powerful Foreign Relations Committee as its chairman, and exerted a profound influence on American foreign policy. His junior colleague from Texas served as chairman of the military preparedness subcommittee of the Armed Services Committee, a position of unusual importance, and likewise acted as his party's "whip" in the Senate. Many other members of the Texas delegation in Congress occupied positions of influence and performed prominent roles.

Not only in the legislative branch of the government were Texans instrumental in shaping the nation's destiny. In the extensive executive branch a native Texan took over the nation's top job as Secretary of Defense, and a Dallas general became executive officer of the Joint Chiefs of Staff. A host of other Texans in other important posts strove valiantly to bring some order out of the bureaucratic chaos; and many Texas businessmen joined up in consultant capacities or otherwise served for varying lengths of time, then to return home, a little older, a little wiser and maybe a little more disillusioned, too.

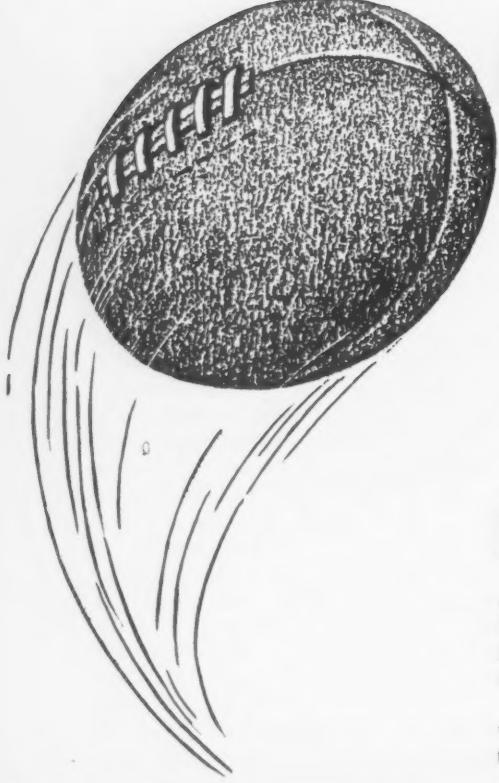


DALE MILLER

In its more rational aspects Washington is something of a Texas town, and a good thing it is, too. Texans loom large in its political life, supplying much of its brains and a considerable amount of its color. But in fields extraneous to politics, where Washington is like most any other city, Texans were also much in evidence in 1951. In the entertainment world a glamorous Texan brought a new play to town before taking it on to Broadway. In the sports field a celebrated Texas athlete became head coach of its professional football team and sensibly relied on other Texans to pull it out of the cellar. The baseball pros, having virtually no Texas personnel, were conspicuously less fortunate, and spent the summer in a diligent effort to perpetuate the adage that Washington is first in war, first in peace and last in the American League.

If 1951 were unique and memorable in any one respect, it would have to be because it was the year of investigation. Congressional committees devoted virtually every week of the year to investigations of the widest variety of the facts and foibles of life. Organized crime was thrust under the pitiless glare of kleig lights and television cameras, exposing the gamblers to notoriety and projecting their inquisitors to political fame. Influence peddling, business monopolies, communism in movieland and even baseball came under Congressional scrutiny. Shortages of divers and sundry kinds were also probed, and the investigators turned up the most serious shortage of all, one of integrity in high places. The RFC investigation was only one of many; it simmered along for awhile, but eventually came a Boyle.

In one familiar and overpowering respect, however, 1951 was like all its preceding years. It was, as always, a year of babel, a year of cacophony of sound and furore, generated by one of the most expert collections in all the world of political haranguers, pointers with pride and viewers with alarm, apostles of Elysium and prophets of doom, invokers of providence and thunderers of fate. On the last day of the session one conscience-stricken old Senator, pointing to a stack of Congressional Records which he described as "a compendium of nonsense, a monument of verbosity," said they totaled 11,780,000 words for a single year, and opined that "the Lord laid his entire law in the Bible in 777,692 words." He didn't pursue the analogy, but it all seems to prove that the legislative mills also grind slowly, though not so exceeding fine.



Football Classic

Gift Wrapped With A Week's Activities

By Charlie Blalack

FOOTBALL FANS from all parts of the country move in for seven happy holidays during Cotton Bowl Week, December 26 through January 1.

Once again, Cotton Bowl Week will give the Dallas visitors a diversity of outstanding attractions offering a choice of such entertainment features as football, basketball, Theatre '51, Dallas Symphony Orchestra concerts, art exhibits, ice skating, bowling tournaments, a skeet shoot, special Cotton Bowl bus tours, and a stage musical with the original Broadway cast.

The main event will be the 16th annual Cotton Bowl Classic between the University of Kentucky and Texas Christian University, which will be a game between two of the country's foremost pass-conscious grid elevens.

Kentucky, labeled by some as the "Comeback Kids of 1951," is still rated

ONE OF THE MOST SPECTACULAR action shots ever made shows Kyle Rote going for a touchdown in the 1949 New Year's Day Classic.





BASKETBALL TOURNAMENT



REGGIE RAMBLERETTES



GEN. LEMEN PREMIER BLONDE



THEATER



ALLAS SYMPHONY ORCHESTRA



HERB ZIMMERMAN



RAY MCKOWN



KEITH FLOWERS

by a large number of football experts as one of the top-ranking teams of the nation despite its season record of seven wins and four losses.

The Wildcats got off to a fast start with a 72 to 13 conquest of Tennessee Tech, but then the bottom dropped out as the Lexington eleven fell before Texas by a narrow 7 to 6 setback. Next came a four-point loss to Mississippi in a 21 to 17 reversal. Things really looked dismal for the Wildcats when Georgia Tech followed up with a 13 to 7 win the following week; but at this point, Kentucky bounced back and powered over six teams in a row—Mississippi State, Villanova, Florida, Miami, Tulane and George Washington—to climb back into the top ten rankings. During the six-game victory string, Coach Paul Bryant's footballers piled up 192 points while allowing the opposition a total of only 32. Then came the big game with Tennessee which saw the Wildcats threaten four times only to fall by a 28 to 0 score to the country's number one team.

Much of the Kentucky success is due largely to their co-captains and All-Americans, Doug Moseley and Vito "Babe" Parilli. Moseley, an active 200-pounder, who was named on many all-American teams this year, works on both the offensive and defensive sides of the game. He is not a spectacular, crowd-pleasing showman type of player, but he is looked on as "money in the bank" by Bryant and other Southeastern coaches.

Parilli is truly one of the great All-Americans and is the finest quarterback ever developed at Kentucky. Much of the fame has come from his chunking right arm which has accounted for four all-time national records—most touchdown passes, one season, 23; most touch-

down passes, three years, 50; most yards passing, three years, 4,351 and most passes completed, three years, 331.

The Kentucky All-American also holds seven Southeastern Conference records; three of which were set this year—most passes attempted in one season, 239; most passes completed one season, 136; and most yards gained passing one season, 1,643. During the 1951 season, the Babe had a pass completion percentage of .569 and 19 of his tosses went for touchdowns.

The Frogs of T.C.U. stack up in a lot of ways very similar to the pattern of the Wildcats. Doped to finish no higher than fourth in a dizzy Southwest Conference race, the Fort Worth eleven turned the tables to come out in front in a four-team race to become the Cinderella team of the Southwest.

T.C.U., like Kentucky, found the going a little rough in the early weeks of

the campaign. Kansas found the range in the opening contest with a 27 to 13 win, but the Frogs came back to work past Nebraska 28 to 7.

The Frogs picked up a new group of followers when they toppled a stubborn Arkansas team 17 to 7 in Fayetteville, but got the Kentucky treatment the following week when Texas Tech blasted through with a 33 to 19 victory to add doubt to a fourth place finish for the Frogs.

But the "on again-off again" handle fitted the Meyermen as they unleashed a torrid fourth quarter drive to upset favored Texas A&M. 20 to 14. Next came the game with Southern Cal which saw the coast team eke out a doubtful 28 to 26 decision, and the following week saw the Frogs turn back a good Baylor eleven 20 to 7 to give notice that they were playing for keeps in the conference race.

Texas managed to halt the Frogs 32 to 21, but then again the T.C.U. eleven struck back with a 22 to 6 conquest of Rice and 13 to 2 win over S.M.U. to capture the conference crown and their trip to the Cotton Bowl.

The sparkplug of the T.C.U. team was Ray McKown, an unheralded sophomore who found himself in the last quarter of the Texas Tech game after the top two tailbacks had left the game with injuries. From that time on, McKown was the sophomore sensation of the conference.

Directing the Froggie attack from his tailback spot, McKown used a combination of good running and great passing to keep T.C.U. out in front.

Up front, T.C.U. came up with several outstanding performers. Leading the way is Keith Flowers, big bruising line-

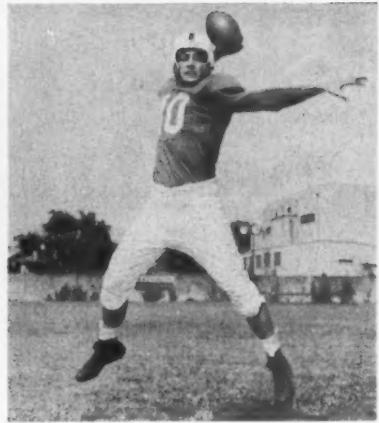




GENE DONALDSON



DOUG MOSELEY



BABE PARILLI

backer who was named on several All-America teams. Then comes such boys as Herb Zimmerman, a standout senior guard; Doug Conaway, a three-year veteran at a tackle slot, and Wayne Martin, who played a lot of good defensive football at an end post.

Pre-game activities will begin at 11:45 in the Cotton Bowl. At that time, five high school bands and the Kilgore College Ranger Band will present a show of music and entertainment.

At 12:35 p.m., the actual pre-game activities will begin with the presentation of the T.C.U. band in their forma-

tions. Next will come the presentation of the Cotton Bowl Queen, Miss Ruth McCleskey of T.C.U.

Following this will be the presentation of the Southwest Conference Sportsmanship Award which is an annual award to the university exhibiting the most outstanding sportsmanship during the season.

Then will come a performance by the University of Kentucky band in an exhibition of drilling and special maneuvers.

Rounding out the big pre-game show will be the invocation, playing of the National Anthem, introduction of Ken-

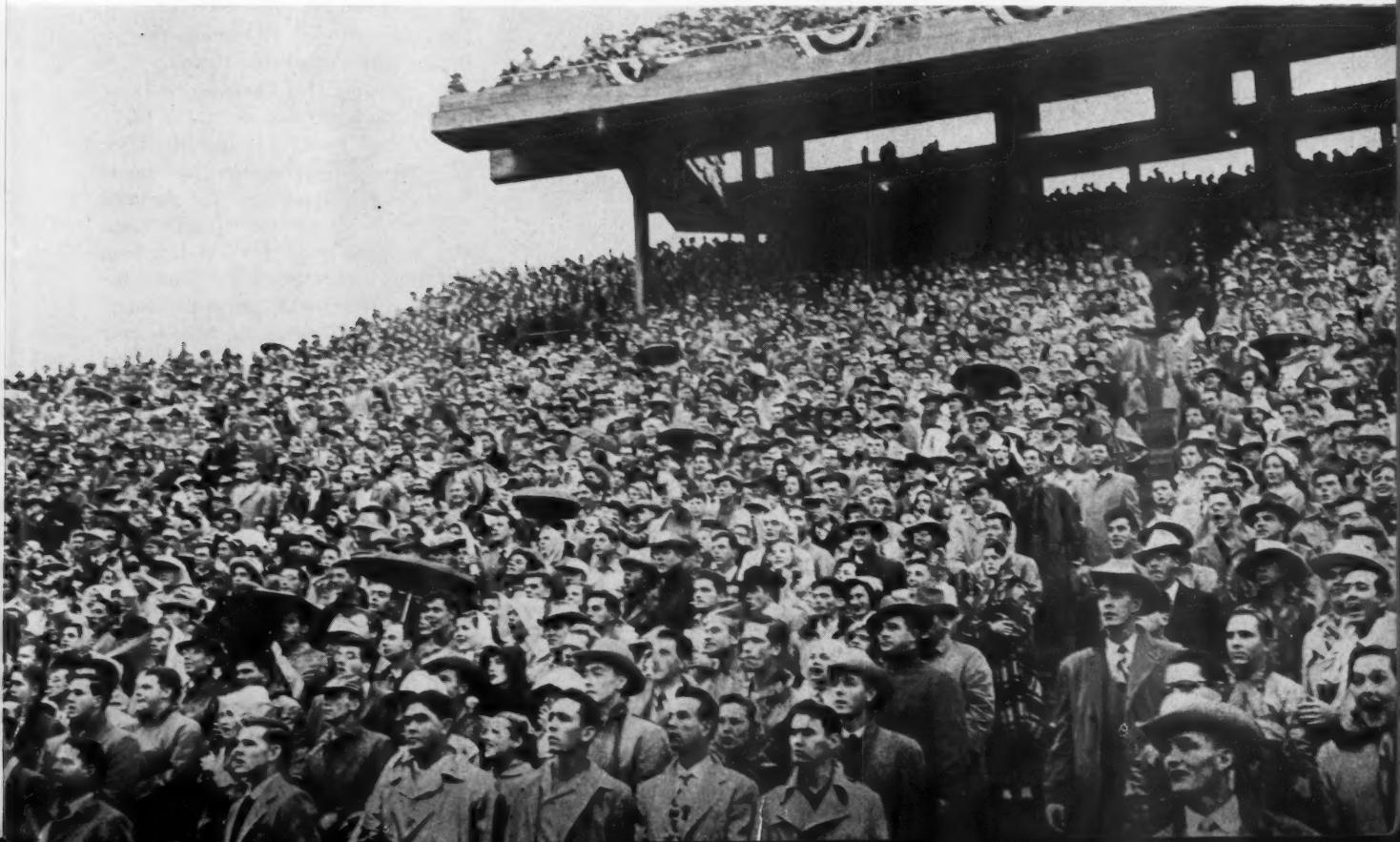
tucky players, playing of the Kentucky Alma Mater, introduction of the T.C.U. players, playing of the T.C.U. Alma Mater and the toss of the coin.

The game begins at 1:00 p.m. this year.

Another masterful show has been arranged for the half-time activities. Participating in this year's show will be the high school bands from Taft, Paris, Plainview, Galena Park and Gladewater.

The theme of the show will be "Latin America" and will again feature the famous Rangerettes from Kilgore College and the Ranger Band from Kilgore.

IT TAKES MORE THAN RAIN to dampen the interest of real football fans, as shown during a tense moment at the 1951 Cotton Bowl classic.



From Broadway Direct to Dallas

GENTLEMEN PREFER BLONDES will be the entertainment "plum" offered by the State Fair Auditorium to Dallas and its Cotton Bowl visitors. The Roarin' Twenties musical, complete with Carol Channing and the entire cast which introduced it to Broadway, will open Christmas night for an eight-day stay at the Auditorium.

According to old-timers, this is the first original Broadway company to travel West of Chicago since Fannie Brice and the Howard Brothers took a Winter Garden show on tour nearly two decades ago.

There is a valid reason why only the "original" of "Gentlemen Prefer Blondes" will be seen wherever the musical is presented. There is no substitute for its star, the one and only Carol Channing. The consensus is that the girl who created the "gal from Little Rock"

who chants "Diamonds Are a Girl's Best Friend" cannot be imitated.

The State Fair Auditorium's presentation of a major entertainment in honor of Cotton Bowl Week began last year when "Kiss Me Kate" was the offering. The Cotton Bowl entertainment adds to the growing events which have made the State Fair Auditorium one of the important of theaters of the nation. In 1925, when the 4300-seated auditorium was opened, it was used for one touring musical production. In the past few years, it has become one of the most active theaters in the Southwest. Out of 352 nights in 1951, the auditorium was used 317 nights, playing host to everything from religious meetings to the state fair show of "Guys and Dolls." During the summer months the huge air-conditioned theater is the home of the State Fair Musicals, presenting, among many stars,



CAROL CHANNING

Jack Carson, Arlene Dahl, Dick Haymes and Vera Zorina for the 1951 season.

For the reassurance of Cotton Bowl visitors who are seeking entertainment only, "Gentlemen Prefer Blondes" is a reversal of the current theater trend. It is not "arty," it makes no pretense of "culture" and it carries no "message." Its only formula is beauty and laughs—girls and splendor.

Miss Channing and the cast enjoyed a two-year run at the Ziegfeld Theater in New York and will come to Dallas direct from an extended all-autumn run in Chicago's spacious Palace theater.

In providing Miss Channing, as Lorelei Lee, with "Diamonds Are a Girl's Best Friend" and "A Little Girl from Little Rock," song writers Jule Styne and Leo Robin provided the theater's latest star with a brace of comic songs that promises to go down as folk lore. According to her lyrical revelations, the lass from the Ozarks "got done wrong" in Arkansas. However, the episode only whetted her ambition for security. She goes on to explain her premise that the "little rocks" are better collateral than affection. The musical is based on the Anita Loos best selling diary, novel, stage play and film, all of which have carried the same title.

During Cotton Bowl Week, the auditorium will present "Gentlemen Prefer Blondes" nightly, Christmas through New Year's night and with matinees on Saturday, Sunday and Monday.



Chamber Directors Approve New Agriculture Department

THE Dallas Chamber of Commerce recently approved creation of an agricultural department in the Chamber to consolidate the activities of farm and agricultural groups in the area. The Chamber Board of Directors asked that provisions for the new department be included in the 1952 budget.

A manager for the department probably will be appointed early in 1952 when details of the department's organization are worked out. The new manager will take over duties of the secretary-treasurer of the Dallas Agricultural Club, Z. E. Black, who has held that post in addition to being manager of the Chamber's convention bureau, will devote full time to convention activities. The year just concluded was the biggest convention year in Dallas' history.

The Dallas Agricultural Club is cooperating closely with the Chamber in the organization of the new department. The agricultural group will vote on January 7 on formation of an executive committee to serve on the agricultural committee of the Chamber.

C. G. Scruggs, president of the Agricultural Club, said the executive committee, if approved, will include the president, two vice presidents, immediate past president and 12 members. Four of the 12 members shall be elected to the executive committee each year to serve for a term of three years, he said.

Mr. Scruggs noted that the need for a co-ordinating agency for agricultural activities in Dallas has grown more and more apparent. He pointed out that the new Chamber department head could



A NEW AGRICULTURAL DEPARTMENT receives the attention of W. B. Howell, left, vice president of the Dallas Agricultural Club; John W. Carpenter, Chamber president; J. Ben Critz, Chamber vice president and general manager; and C. G. Scruggs, president of the Dallas Agricultural Club.

represent Dallas at agricultural meetings, arrange farm and ranch exhibits and demonstrations and assist government officials, such as the county agent.

Actual appointment will not be made until the Chamber and the Dallas Agricultural Club have completed plans for co-operation.

**Welcome to Dallas,
FOOTBALL FANS**

Make your visit complete by dining and dancing at the nationally famous Mural Room this evening. Excellent food, famous orchestras and sparkling floor show nightly except Sunday.

BAKER HOTEL
AN AFFILIATED NATIONAL HOTEL
Fenton J. Baker, Manager



NEW OFFICERS of the Dallas Manufacturers and Wholesalers Association elected this month include, left to right, R. E. Abernathy, A. Chad Ogden, and Al I. Folsom, vice presidents; Max Clampitt, president; and M. E. "Mark" Hannon, executive secretary-manager. Not pictured is Dr. Arthur A. Smith, treasurer.

Manufacturers Elect Max Clampitt President

MAX CLAMPITT will head the Dallas Manufacturers and Wholesalers Association during the coming year. The president of the Clampitt Paper Company was chosen to succeed Ben H. Wooten, president of the First National Bank, at the final meeting of the association's board of directors for 1951.

Mr. Clampitt, an active civic worker, organized his company in Dallas in May,

1941. Four years later he opened a branch in Houston. He learned the business working for two Dallas wholesale paper houses.

The new DMWA president is on the Southern Methodist University board of development and is a director of the Dallas Chamber of Commerce, the Red Cross, the Salvation Army and Family Service and Goodwill Industries.

BANQUET SPEAKER Clarence Manion, dean of the Notre Dame Law School, urged Dallas manufacturers to stop Communism with a stronger faith in God. Ben H. Wooten, 1951 president of the association, is seated at left. Dean Manion asserted that liberty can not exist in a godless country.

NEW DIRECTORS of the Dallas Manufacturers and Wholesalers Association include, left to right, Dr. Arthur Smith, vice president and economist, First National Bank; John E. Bradshaw, vice president and general manager, Southwestern Drug Corporation; Frank Heller, manager, Remington-Rand, Inc.; and Randall Davis, executive manager, Hotel Adolphus. Mark Hannon, executive secretary-manager, is shown behind the new directors. C. T. Ellis, sales manager, Schoellkopf Company, is also a new director but was in New York when this photograph was taken at the annual meeting.



He is a steward at Oak Lawn Methodist Church.

The association, a division of the Dallas Chamber of Commerce, also elected R. E. Abernathy, A. Chad Ogden and Al I. Folsom, vice presidents; Dr. Arthur A. Smith, treasurer, and M. E. "Mark" Hannon, executive secretary-manager.

At the closing board meeting, about 15 new members were voted into the association, raising the membership to near 200. These Dallas firms are engaged in manufacturing or wholesaling everything from airplanes to potato chips, neon signs to kitchen tables, and automobiles to cement.

The DMWA's annual banquet at the Hotel Adolphus drew several hundred members and their guests to hear Clarence Manion, dean of the Notre Dame Law School, describe the moral challenge facing the United States.

"Despite her bombs, battleships and boys, America is doomed if the American people deny God," said the fiery teacher-lawyer-author. Dean Manion contended that liberty cannot exist in a godless country because liberty can be attained only through God.

The Notre Dame official described in detail the confusion dividing America. The nation is in a fog "from the White House to the dog house" over the real long-range goals for which it supposedly is striving, he said. The United States has one, and only one, fundamental purpose, he declared, "to protect the God-given rights of man." When government steps beyond this limitation, freedom must withdraw.

Lorraine Sanders

By Joseph Sterne

ABOVE Miss Lorraine Sanders' desk is a photograph of a large hanger flanked by several hundred airplanes. The planes are lined up in neat, straight rows. It is a nice picture. Orderly. Controlled. Rather relaxing.

But on the ground, inside that Southwest Airmotive Company hanger at Love Field, the scene was far from relaxing at the time that picture was made. Mechanics swarmed over everything from a Piper Cub to a DC-4. Gasoline pumps pushed gallons of fuel into thirsty gas tanks. Girls in the reception room frantically tried to get rooming accommodations for unannounced, unexpected visitors.

For Dallas was crammed and bulging with football fans, in town to watch a Cotton Bowl spectacle this fall. Hundreds of these football fanatics—and the number grows every year—whisked into Dallas via private aircraft. They all had but one destination: busy, bustling Southwest Airmotive, largest "filling station" in private aviation. A company that has mushroomed with the private airplane.

Southwest Airmotive, however, is more than a glorified filling station. Miss Sanders, a lady who should know, describes it as an "undesignated branch of the Chamber of Commerce." If so, Miss Sanders would have to be appointed the branch's general manager. In addition to her money-handling chores as assistant treasurer of Southwest Airmotive, Miss Sanders handles a good part of the company's customer relations program.

Customer relations in an aviation service station means capturing a hotel room for a late arrival during a Texas-Oklahoma football weekend. It means order-



LORRAINE SANDERS

ing taxis for fast-flying businessmen in a rush, packing box lunches to be eaten over the Mississippi or the Rio Grande and plying visitors with maps, entertainment bulletins and business, cultural and historical pamphlets about Dallas.

Such work comes easy to slim, personable Lorraine Sanders, who likes to stay about as far ahead of the game as an expert chess player. She started with Southwest Airmotive as a general office employee 15 years ago, when the company was a squirming infant with 35 employees. Today there are 300, and Miss Sanders has pushed from the ground floor to the top in the process.

Despite her long career in a relatively new industry, Miss Sanders is a pretty sorry sailor. (Off the record, she isn't too keen on the wild blue yonder. She likes the blue, all right, but the wildness bothers her.) Southwest Airmotive's assistant treasurer never took a flying lesson in her life and doesn't plan to.

"Me? I'll take a nice slow boat," she says.

Lorraine Sanders steered a zigzag course into the aviation business. She was born in the little West Texas town of Eastland where her dad owned a hardware store. When she was 10, the family moved closer to Denton, where Lorraine went through high school and Texas State College for Women. Her major was home economics, which con-

vinced her to be a dietician. Miss Sanders went off to New York City and enrolled in Columbia University where she picked up a bachelor's degree, started work on a master's—and quit. She returned to Texas and got a job as dietician at Scottish Rite Hospital for Crippled Children in Dallas.

After a good helping of dietary work, Miss Sanders got an offer to join Southwest Airmotive. She thought a spell, then turned in her calories and vitamins for this new business of aviation.

She soon started to build a legend around Southwest Airmotive for her neatness and cleanliness. The company's reception room is the most spic and span in the business. The assistant treasurer's office looks trim as a picture in a slick women's magazine. Miss Sanders' yen for flowers has placed flower pots all over the offices she supervises, has bulldozed the management into landscaping a grassy plot near the hanger.

This desire for having everything in place once induced some pilots, who usually run to the frivolous, to place a mouse in one of Miss Sanders' desk drawers. After the usually composed Miss Sanders came down to earth, she hauled the pranksters into her office, had them take the desk apart piece by piece and wash each section thoroughly with soap and water.

*Autobiography

of one of the most
widely read novelists
of his time . . .

Time to Remember by Lloyd C. Douglas

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a beloved author

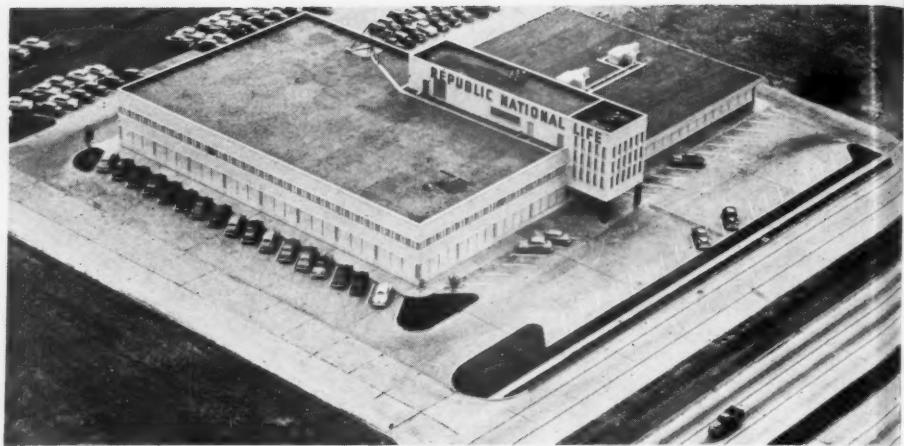


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Squire Haskins Photo

AERIAL VIEW of the new Republic National Life Insurance Company building on Central Expressway shows the building's easy accessibility from Dallas' finest thoroughfare. A large section has been reserved for parking facilities.

Republic National Life Opens Expressway Home

SYMBOLIC of its recent rapid growth, the Republic National Life Insurance Company has completed its striking new home office building on Dallas' famed Central Expressway. Republic is one of several companies locating on the expressway.

The new building's 22½-acre site was acquired in May of 1950 and construction was started soon thereafter. After a year, the building was sufficiently well

along for all departments of the company to move in. Finishing touches have since been added which signaled full completion of the building this month.

The structure provides 63,000 feet of available floor space. It is modern in every respect. The entrance opens to a richly decorated lobby, with access to the second floor by automatic elevator and a handsomely imposing staircase.

All offices and working space are air-

NEW LOBBY at the Republic National Life Insurance building provides restful waiting space for visitors and employees. Below, Thomas A. Galbraith, associate actuary, and Hilton H. Campbell, assistant secretary and office manager, chat in the lobby.





PRESIDENT THEODORE P. BEASLEY of Republic National Life Insurance Company sits at the chief executive's desk in the new home of his company. From this office, Mr. Beasley will direct operations of the insurance firm.

conditioned for year-round comfort. Lighting is of the fluorescent type. Music is piped throughout the building during the working day by the Musak System. A completely equipped cafeteria serves lunches to all employees, and is also used for morning and afternoon coffee-time rest periods.

A feature of the structure is the virtually unobstructed clear space all through the building, which is scarcely interrupted by supporting pillars. Moveable partitions make possible adjustment and rearrangement of office space as conditions may require.

In the last three years, Republic National Life's staff at its home office has grown from 100 to nearly 350 employees. Its field operations, formerly restricted to Texas and Oklahoma, now carry to 19 southern and midwestern states.

The company's growth dates from 1937 when Theodore P. Beasley became

its president and assumed active leadership. The company, organized in 1928, had enjoyed only moderate growth up to that time. Under the leadership of Mr. Beasley and his associates, the company has taken a place among the leading progressive legal reserve insurance companies of the United States.

Republic National Life's official staff recently was increased by the appointment of Roy M. Wehrle as assistant vice president in the reinsurance division. With the exception of 27 months in military service during World War II, Mr. Wehrle has been in the life insurance business continuously since 1934, when he joined George Washington Life. Mr. Wehrle will be active in Republic National Life's field activities along with Ray M. Button, vice president in charge of reinsurance, and Joe W. Brice, assistant vice president.

WIDE OPEN SPACES are one of the characteristics of the modern new Republic National Life Insurance Company building. Architects designed the building so that few supporting columns would be needed to break up space. The above view shows a typical office section of the building. Wall partitions permit flexibility in the arrangement of offices.



DALLAS • DECEMBER, 1951

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Dallas Home District Honors J. Frank Wilson

DALLAS' outspoken Congressman, J. Frank Wilson, blasted Truman administration policies and objectives at a county-wide banquet in his honor early this month. He declared himself independent of the Democratic party platform if it continues to follow the New Deal and Fair Deal trend to the left.

Although he remained mum on whether he will run for a fourth term as the representative of Texas' Fifth Congressional District, Mr. Wilson left no doubt that he favors Senator Harry Byrd or Senator Richard Russell or General Dwight Eisenhower for president over Harry Truman. "The Texas delegation and all other southern delegations should refuse to be a party to any further iniquitous socialistic claptrap," he declared.

The dinner in Mr. Wilson's honor at the Baker Hotel was attended by 800 persons representing the county's municipal, business and professional leadership. W. W. Overton, a Dallas banker, was chairman of the dinner.

John W. Carpenter, president of the Dallas Chamber of Commerce, had urged members of the Chamber to attend the banquet. "Congressman Wilson has represented the Fifth Congressional District (Dallas County) with distinction during his terms of office. We believe it is fitting that the people of his district should at this time congratulate him on his signal achievements and his consistent efforts to curb extravagance and waste in our national government," said Mr. Carpenter.

There was no fence straddling in Mr. Wilson's views on economic matters. He pledged that he would vote against another peacetime tax boost. "Taxes are too high. They are as high as they can go. They can go no higher," he declared.

The Congressman took a slap at people who agree with him in clamping a lid on taxes, but in the next breath asked for a government handout. "Economy has to start somewhere. The only place it can start is at home. If we stop going



CONGRESSMAN J. Frank Wilson received greetings from Chamber President John W. Carpenter, standing, at a banquet honoring the Dallas representative this month.

on the prowl for federal handouts, then we have a perfect right to demand that others do likewise."

Mr. Wilson maintained that Marshall Plan aid must end. He pointed out that European nations that have received the least aid have made the greatest progress.



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American Meter Opens New Plant With Sales Meet

AMERICAN METER COMPANY, INC., has opened a new plant at 1300 Industrial Boulevard, specializing in production of orifice meters and related equipment, including orifice plates, flanges, needle valves, fittings, and gauge line connections.

An open house this month formally opened the plant. This was preceded by a general sales meeting, attended by approximately 65 sales representatives. Also at the sales meeting, usually held in Chicago, was William G. Hamilton, Jr., American Meter Company president.

Don Holtz, manager of the Dallas plant, reports that with "on-the-spot" production and stocking facilities, American Meter Company is in a position to assure new conveniences to meter users throughout the Southwest. A complete exhibit of American Meter Company products is displayed at the plant.



THREE KEY OFFICERS of the American Meter Company who were in Dallas this month for the opening of a new plant and a general sales meeting were, left to right, W. G. Hamilton, Jr., president; A. F. Benson, vice president in charge of engineering, and C. B. Dushane, Jr., vice president in charge of sales. The meter they are examining is one of the complete line of products on display in the plant display rooms.

Get Acquainted With The New Downtown Dealer



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REPRESENTING UNITED NATIONS at the banquet of the Texas Congress of Parents and Teachers Association were Private Paul Saverfeld of Luxembourg and Corporal Prasert Ruchchon of Thailand, right, who were welcomed by Mrs. H. G. Stinnett, Jr., president; Dr. J. W. Marshall, president of Whalen College, and Mrs. R. M. Carter of Sherman.



RECEIVING OFFICIAL WELCOME at the Hall of State are Major Pramotaya Bhuliphanda of Thailand, third from left, and Captain Kim Sung Yong of Korea, second from right, by city officials, Lew Sterrett, left, Judge Robert A. Hall, Mark Hannon, and Colonel Thomas J. Moroney, far right. Following the welcome, the Korean veterans were whizzed through a parade.

Chamber Sponsors Visit Of Korean War Veterans

Photography by Squire Haskins

ALLAS got a glimpse of what the United Nations means militarily when Korean war veterans from 13 countries visited here last month. In the heavily decorated group were a Parisian lawyer, a Turkish private wounded four-

teen times in combat and an American Air Force sergeant from Mount Pleasant, Texas.

The tour was sponsored by the military affairs committee of the Dallas Chamber of Commerce.

"IT WASN'T PEACEFUL when we left," could easily have been in the discussion between the Korean war veterans and Dallas business men meeting at the Salesmanship Club in the Dallas Athletic Club. Ed Greer, second from left, and Hawkins Golden, seated second from right, are shown with the representatives of United Nations.

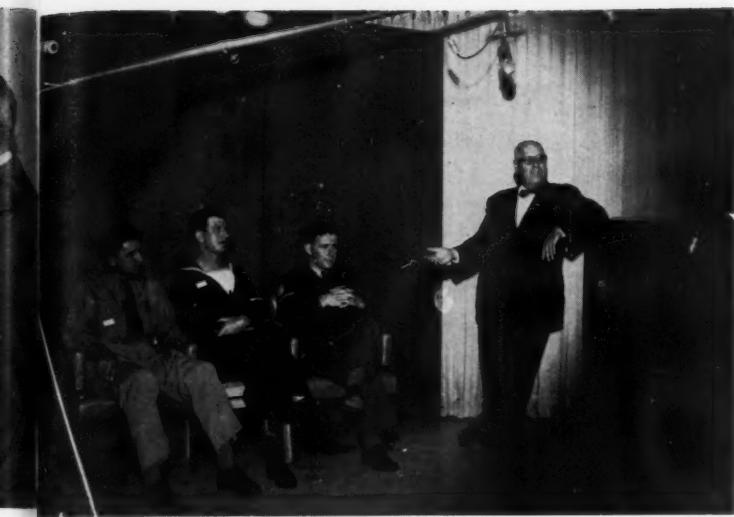


When two big Air Force planes carrying the veterans landed at Love Field near the Southwest Airmotive hangars, a bevy of photographers, TV cameramen and newspaper reporters joined the committee to welcome the contingent. The military affairs committee—including Colonel Tom J. Moroney, Colonel Glen C. McBride, Colonel A. F. Metze, Lieutenant Colonel Jack Lingo, Lieutenant Colonel William Erck, Brigadier General C. P. Kerr, Captain H. R. Nieman, Jr., and Colonel John W. Mayo—bundled the men into twelve open Packard phaetons and whisked them to Main and Houston for a parade up Main Street—the same route taken a few months earlier by another veteran named Douglas MacArthur.

Leading the parade was the Carswell Air Force Base band, which dropped out of the line-up at Pearl and Main, jumped into a police-escorted school bus and minutes later was playing away when the Korea heroes were welcomed by Mayor J. B. Adoue, Jr., County Judge Lew Sterrett and Harold Young of the Dallas consular corps.

The procession then motored to the Baylor Hospital Blood Bank where servicemen of all branches in Dallas recruiting offices donated blood.

After the blood bank visit, the U. N. fighters were entertained at a Salesmanship Club luncheon in the Dallas Athletic Club. In the afternoon they inspected the Chance Vought Aircraft and the Texas Engineering and Manufacturing



TELEVISION PROGRAM was included in the Dallas visit by these three war veterans. Lee Myers, right, was master of ceremonies for the WFAA-TV show and interviewed the Korean war veterans. The Dallas program was one of a series of welcomes across the nation. Local arrangements were handled by the Military Affairs Committee of the Chamber of Commerce.



A VITAL ROLE in the Dallas national defense blood program, sponsored by the American Red Cross, is shown by men who realize its importance. They are Corporal Sotero G. Regaspi, Philippine Republic; Sergeant Willis M. Sammons, donor, Dallas recruiting station; Colonel A. D. Dugan, U.S.A., Dallas recruiting station and Captain Kim Sung Yong, Korea.

Company plants. For dinner, they attended two banquets of the State Parent-Teachers Association which was meeting in Dallas at the time.

The tour impressed upon the city the

solidarity of the U. N. effort in Korea, where soldiers, regardless of race, color or creed, are fighting together.

Represented in the U. N. company were Korea veterans from Greece, India,

Luxembourg, the Netherlands, New Zealand, Norway, Philippines, Republic of South Korea, South Africa, Thailand, Turkey, Great Britain and the United States.

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Twin Disc Clutch Company Warehouse Underway. This 12,000-square-foot building at 1511 Turtle Creek in the Trinity Industrial District will triple the size of Twin Disc Clutch's Dallas outlet. The site, leased through Moser Company, realtors, also provides 10,000 square feet of land for future expansion. The company will increase its repair and rebuilding services and its parts stock. Warehousing units already have been established in Los Angeles, California, and Newark, New Jersey. The warehouses are supplied direct from the company's factories in Racine, Wisconsin, and Rockford, Illinois. The company supplies heavy-duty clutches, transmissions, marine gears, hydraulic torque converters and hydraulic couplings for oil field, industrial, fishing and construction machinery. H. A. Davis is the Dallas district manager.



New Nash Dealer. R. M. Hendrixson, right, Dallas zone manager of the Nash motor division of the Nash-Kelvinator Sales Corporation, welcomes J. H. Stowe, president and general manager of Dallas Nash, Inc., 2200 Ross at Pearl, as the newest dealer in the motor company's growing family. Standing in front of a new Rambler station wagon, the two Nash men look over the "Design News" Modern Design Award which the Rambler won this year in national competition among members of the automotive industry.

Furniture Store Moves. The Grand Furniture Company has opened a new store at 223-A Lake Park Shopping Center. Owner John C. McHolland's company was located at 5520 East Grand for five years.

Carpet Store to Open. Atlas Rug Company, a retail carpet store, will have a formal opening soon at 6915 Preston Road. Owner Eugene M. Weston formerly owned the Atlas Rug Company in Milwaukee, Wisconsin.

First National Flashes Area's First Telesign

AT HIGH NOON December 11 Dallas scored another "first" among Southwestern cities with formal inauguration of a traveling message "news" sign at the First National Bank in Dallas. Known officially as a Telesign, the apparatus is the only traveling message sign of its kind in the Southwest. Its installation reportedly makes the First National Bank the only bank in the world which flashes "hot" wire news bulletins as a community service.

Currently one of the most popular attractions for downtown passersby, the sign delivers its messages by flashing 30-inch letters on a 190-foot panel which "bends" at a right angle above the busy Main and Akard Street corner. The letters tell an up-to-the minute story of world news, election returns and sports scores.

Here is how the sign operates: News from the United Press which is received in Radio Station WFAA newsroom is



ANOTHER FIRST for Dallas is this Telesign at the First National Bank in Dallas. The only such sign in the Southwest, the Telesign was formally put into operation this month. It flashes news above the Akard and Main Street intersection.

edited, "punched" on a paper ribbon by a typewriter-like perforator and rushed to a control room in the bank. Here, the tape is fed through a transmitter which sends the letters to a contactor by electric impulse. The nerve center-like contactor flashes impulses to the 3,136 bulbs on the panel outside.

Dallas' Telesign has several distinc-

tive features. Of only 11 such signs in the world, the First National Bank's Telesign is the first one to use the perforated tape electrical "brain" system, which means it can flash important spot news within 15 seconds if the event is covered by wire services. Other signs simply repeat one message and require much more effort to change wording.

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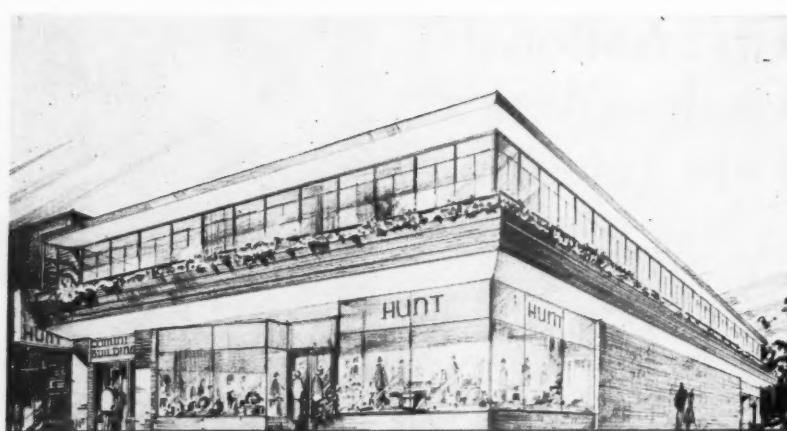
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DALLAS 1, TEXAS

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Seventh Hunt Store to Open. Hunt Department Stores of Dallas will open a seventh outlet early in 1952 in the new building sketched above at Snider Plaza and Westminster in University Park. The brick, tile and glass structure is owned by Raiberto Comini, and the upper floor will be leased as office space. The 7,000 square feet of space to be taken by Hunt on the ground floor will be under a 10-year lease agreement. Architect of the building was Witt & Swank, and C. V. Sumner is general contractor. The department store chain recently opened a sixth store at Lemmon Avenue and Northwest Highway, where Chester Chapel has been appointed manager. Other Hunt stores are located at 1208 Elm, which was opened in 1930; 303 West Jefferson, 1906 Greenville, in Pleasant Grove and in Garland.



New Rubber Firm Opens. Anthis Industrial Rubber Supply Company, a new division of Air Accessories, Inc., has moved into a new building at 1039 Levee Street in the Trinity Industrial District. The company, operating under the name AIRSCO, will serve the Dallas-Fort Worth area with complete lines of transmissions, sheaves, multi-V drives and precision-molded rubber goods and will offer specialized rubber services to industry. The new structure of brick and tile was built by Williams & Wagner Construction Company. It has air conditioned offices and a large warehouse with truck loading and rail facilities. The lease was negotiated by W. E. (Bill) Campbell of Moser Company, realtors. Key personnel include B. J. Anthis, general manager; Robert (Bob) E. Finley, sales manager, and Travis Tucker, office and warehouse manager.

Chain Store Opened. The new Tom Thumb store has opened at Buckner Boulevard and Garland Road and is the largest in the chain of 100 Tom Thumb stores. Store manager is J. C. Rutledge.

Shoe Store Opened. Culwell's Shoes, new shoe store, has opened at 225 Lake Park Shopping center, Buckner Boulevard at Garland Road. Paul Culwell is owner.

Lone Star Gas Company natural gas delivery capacity almost doubles in five years



The soot-free buildings in Dallas skyline smile in the sun because clean natural gas is the fuel for factory, business and homes.

The 355 Texas and Oklahoma cities and towns served by Lone Star Gas Company comprise one of the fastest growing (and the most fired-up-with-natural-gas!) industrial sections in the nation.

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Use of natural gas in industry on Lone Star Gas System has increased 38 per cent in last five years. United States Bureau of Labor Statistics show average price of natural gas for industry here is about one-fourth average cost of industrial bituminous coal and one-fifth average cost of industrial anthracite coal and fuel oil.

To keep pace with this pace-setting section, we've almost doubled Lone Star Gas System natural gas delivery capacity since 1946. In the same period for a customer increase from 388,000 to nearly 600,000 we've invested nearly 100 million dollars in natural gas reserves, pipe lines, compressor stations and distribution facilities.

Businessmen, newspaper editors and economists unanimously cite dependable, low-cost natural gas service as an important factor in this section's growth.

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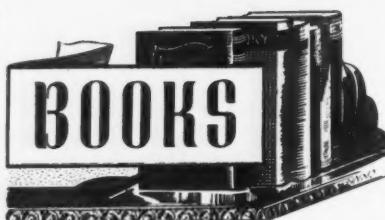
**Donald isn't a
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Embarrassing incidents like this are often the result of your inability to see clearly without age-revealing head movements. If you'd like to regain the "continuous vision" of youth—clear, natural vision at all distances—see your doctor. He may prescribe Continuous Vision Lenses. Bring your prescription to us for accurate service and a complete selection of attractive frames.

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**Time to Remember**

By Lloyd C. Douglas, published by Houghton Mifflin, 238 pages, \$2.75.

ON February 13, 1951, Lloyd Douglas, beloved author, died at the age of 73. Shortly before his death he completed his own life story, *Time to Remember*, which was to have been the first of two volumes. His autobiography is one of the most delightful stories we have read in many a day. It is filled with sparkling wit and intimate little stories of his childhood which he recalls with an amazing memory. It's all about his mama and papa, who was quite a character in his own way and never to be forgotten as the village parson with the top hat and the long white beard. Mr. Douglas let us relive with him the wonderful days when his papa had charge from one end of Kentucky, Indiana, Ohio, etc., to the other. Some of the towns were Columbia City (birthplace of Lloyd Douglas), Uniondale and Monroeville, where they moved in and out of several times.

As Lloyd Douglas reminisced about his childhood he compared his day and age with ours today, and many a side remark leaves your sides spilling.

Mr. Douglas began his remarkable writing career at the age of fifty-two. He retired from the ministry after 24 years of preaching to devote his complete time to writing. Fortunate for the world this was, for he has given us 11 of the finest novels published. These novels were translated into the principal tongues of the world and over seven and a half million copies have been sold. Of course, the greatest of these novels will always be in most people's mind, his first, *The Magnificent Obsession*, which took the country by storm. The wonderful reception to this book led Mr. Douglas to make his decision on retiring from the ministry, for he realized that through the novel he could reach a great many more people than he could in the pulpit, and "tell them in simple words through dramatic incident, of the joys of Christian living."

From 1929 on Mr. Douglas gained fame through his inspirational novels

with such stories as *Forgive us Our Trespasses*, *Green Light, White Banners*, *Home for Christmas*, *Disputed Passage*, *The Robe* and *The Big Fisherman*, until he became the most widely read novelist of his time.

The man who lived his three score years and ten said that he would never attempt another novel after *The Big Fisherman*, which was five years in the writing. But, Mr. Douglas explained that *Time to Remember* was written on doctor's orders because he was restless and unhappy when not working on a book. We, his reading public, are richer for the book having been written, for it gives us an insight into the personality and background of a Douglas we only knew as a master weaver of stories.

The man, Lloyd Douglas, may be gone, but his writings will live to inspire and uplift for generations to come.—Jerry Porter.

111

**Dallas Branch Opened
By Engineering Firm**

John E. Wahl Engineering of Chicago has leased a 4,000 square-foot building at 337 Cole Street in the Trinity Industrial District. According to L. A. Robinson, Dallas manager, the branch was established because of business demands in the Dallas area. The firm engages in all phases of designing and development engineering.

Chief engineer is George K. Eisenbarg.

MARCH OF DIMES**JANUARY 2-31**

DALLAS • DECEMBER, 1951

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Katy—first to bring the safety, speed and sureness of railroad radio to the Southwest—is now expanding this extra service feature.

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Whether it's a carton or a carload, call on Katy for the finest in freight service Southwest.

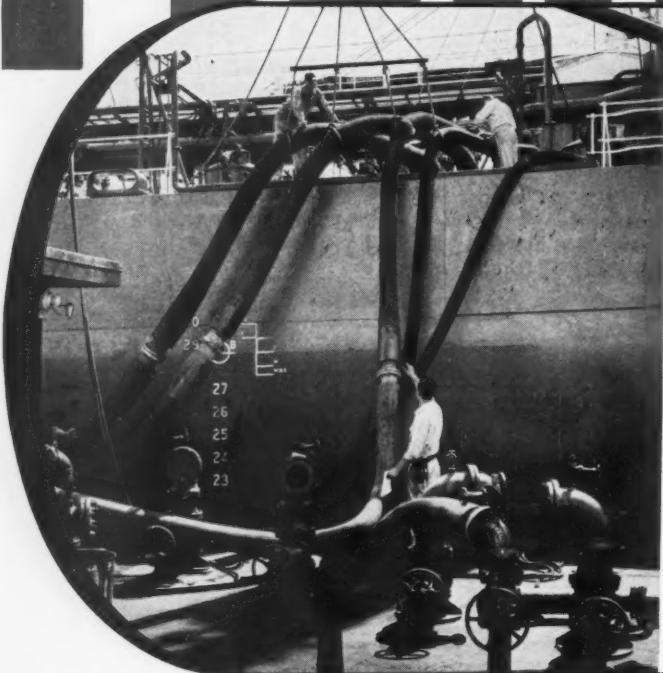
Your local Katy representative will be glad to tell you even more about Katy's many new plans . . . and how you may benefit by shipping and traveling Katy, Southwest.



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Forty-two New Members Added by Dallas Chamber

FORTY-TWO new members have been added to the rolls of the Dallas Chamber of Commerce during the past month. They are listed below, together with information regarding business addresses, firm representatives and type of business:

Joe Cockrell, 6555 Kenwood Avenue; commercial and industrial properties.

Management Consulting Service, 2502 Cedar Springs; Erie Marshall Darnall.

Trammell Crow, 425 South Field.

C. W. Proctor, 3905 San Jacinto; land planning consultants.

Dallas Galleries, 2809 Main; H. S. Zaikaner; wholesale antiques.

C. N. Burt and Company, 1121 Kirby Building; C. N. Burt; municipal bonds.

Southwest Operators Association, Inc., 2017 Cedar Springs; H. R. Moore, Jr.; motor truck association.

Shenco Sales Company, 9217 Aviation; George W. Klein; aviation supplies.

Milner Manufacturing Company of Texas, 3131 Oak Lane; Gene W. Milner; electrical manufacturer.

Sue's Used Cars, 2009 Cedar Springs; Miss Sue Sutherland.

Wesson Insurance Agency, 1914 Republic Bank Building; Ed S. Wesson.

Texas Clinic, 3520 Fairmount; S. R. Whaley.

A. and A. Television Service Company, 2716 North Henderson; C. J. Schoone.

Rone Dress Shop, 1830 Abrams Road; Mrs. Virgil Nash; ladies specialty shop.

Cole's Gift Studio, 1815 Forest; Oleta Gerhardt; retail ceramics and gifts.

Kleinman and Kleinman, Fidelity Building; accountants.

John Scharf, 1036 Mercantile Bank Building; contractor.

Bennett and Crittenden, 2814 Fairmount; architects and planners.

Don King, Inc., 823 Mercantile Bank Building; Don King; advertising.

W. Nicholas Williams, 2214 Cedar Springs; insurance and surety bonds.

Life Insurance Company of America, Life of America Building; Troy V. Post; Hubert G. Foster; William L. Sawyer; A. H. Barnacastle, Jr.;

G. I. Henson; life, health and accident insurance.

James H. Susong, 158 Commercial Building; advertising agency.

Dr. Ralph M. Linsey, 351 West Jefferson; physician.

Dr. Joseph Dubin, 7117 Military Parkway; physician.

Empire Office Supply Company, 2613 Elm; Rex Ganus.

K and M Radio Service, 301 North Peak; W. E. Killgo; radio and television.

Loftis Cafeteria, 3607 Gaston Avenue; T. L. Loftis.

Hammermill Paper Company, 1516 Mercantile Securities Building; Robert F. McMahon; district sales office.

Wood, Struther and Company, Dallas National Bank Building; William K. Manning; securities.

Ruth Jackson, M. D.; 3629 Fairmount.

Acoustic Builders Specialty Company, 3002 Commerce; Harold E. Carlson.

George H. Mitchell Company, 712 North Haskell; George H. Mitchell; motion picture projection equipment.

William H. Kittrell, 303 Empire Bank Building; public relations.

Burch Furniture Company, 905 Elm; James A. Burch; retail.

Sam's Glass Company, 2804 Fort Worth Avenue; Sam Semple.

Southern Baptist News, Rateonics Building; William Bull.

Simons-Langford, 1919 Ross Avenue; A. J. Langford; furniture.

State Farm Mutual Automobile Insurance Company, 6131 Luther Lane; Sumner Roberts; Robert Buttlerman.

American Desk Manufacturing Company, 2011½ Jackson; William H. Mattingly; manufacturers of public seating.

Kieffer Plumbing and Heating Company, 6411 Hines Boulevard; Charles A. Kieffer; David C. Kieffer; mechanical contractors.

Harley House, 206 South Ervy; Lloyd H. Rhodes; vitamins and health foods.

Autry Rubber Company, 1303 Jackson; I. C. Autry.

Nutrilite Food Supplement, 509 South Ervy; Victor Foss.

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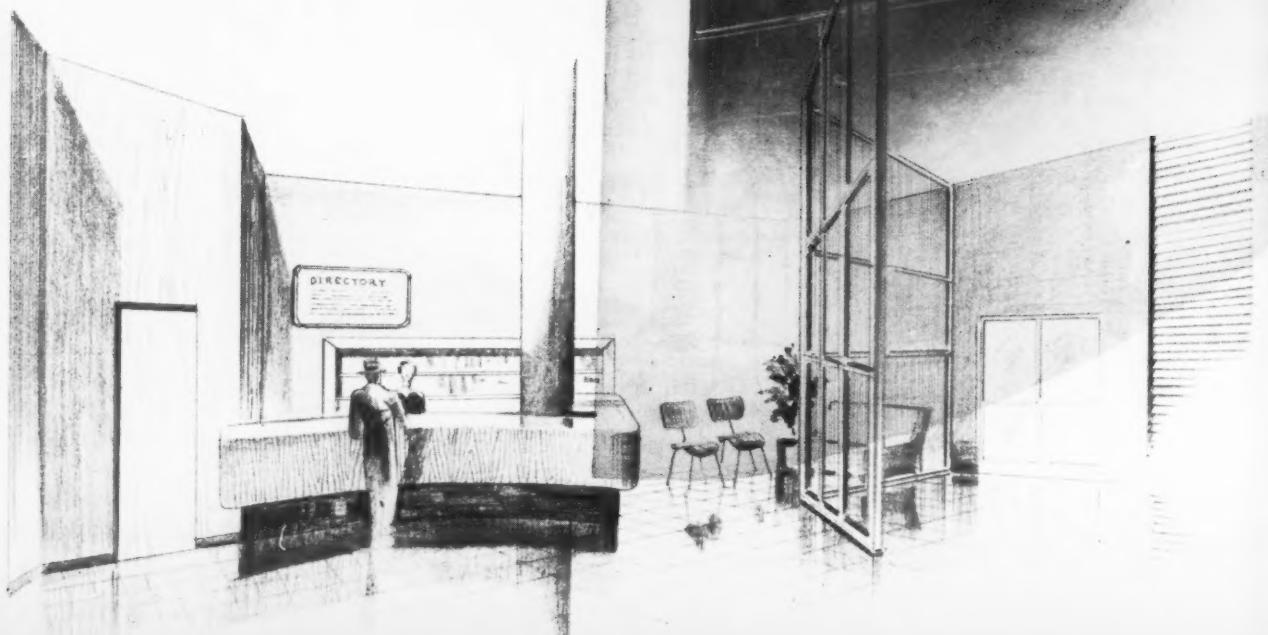
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ANNUAL REPORT

nineteen hundred and fifty



D A L L A S C H A M B E R O F C O M M E R C E



JOHN W. CARPENTER
President, Dallas Chamber of Commerce

To Our Members:

THE Dallas Chamber of Commerce can look back on the year 1951 as a year of progress, for during the year active steps were made in our community program, which is so important to the future welfare and growth of Dallas.

The president's report last year included the recommendation that positive developments be initiated during 1951 toward the future full accomplishment of 14 much needed civic projects. These projects were as follows:

East-West Expressway. During the past year city and state authorities have co-operated in conducting an origin-destination traffic survey. The State Highway Department recently submitted a suggested routing of the East-West Expressway to the city for its recommended alterations and analysis. The special East-West Expressway Committee of the Chamber of Commerce has met on several occasions to formulate a plan by which it can be of maximum assistance to the city and state in expediting this important project.

Improvements of Key Streets. During the past year the city has made fine progress in improving its entire street pattern. However, there are many additional key streets in the traffic system which should be widened and improved as quickly as possible. Consideration should be given the addition of more one-way streets.

Civic Center. During the past year the Dallas City Council has wisely approved and ordered the complete development of the Civic Center Project, including the new library, downtown auditorium, new city hall, new city health building and other city facilities. Only recently, the board of directors of the Dallas Chamber of Commerce re-affirmed its standing support of this important project. The city is to be commended for its foresight and vision in giving the go-ahead signal.

State Fair Coliseum. It has been recommended to the city officials that the Livestock Coliseum on the State Fair Grounds, bonds for which have already been voted, be included in those projects to be constructed in the near future. Representatives of the Chamber of Commerce and the State Fair have been working during the year on recommended plans and specifications. Dallas has already had to turn down large assemblies of people because it lacked the facilities. This coliseum as planned is essential if Dallas is to remain progressive and take its place of leadership in the country.



West Dallas Development. The City of Dallas during the year took specific steps in annexing the West Dallas area into the city. This is the beginning of a program which will solve many of the problems of West Dallas which have been with us so long.

Racial Problem. Under the sponsorship of the Chamber of Commerce, the Dallas Citizens' Interracial Association, Inc., was organized during 1951. This organization will assume leadership in the community in our efforts to solve any racial problems which may arise.

Public Services and Utilities. The city has shown foresight in making its plans for providing the necessary sewerage, water and other facilities required in the rapidly expanding economy of Dallas. Completion of programs already in progress is essential, and the support of all citizens toward a realistic approach to this problem is necessary.

City-County Hospital. Plans and specifications have been completed for this important civic project, and steps toward actual construction have been initiated in 1951. We must, however, insist that our public hospital facilities be of the finest quality, and when completed, they must be operated with the most efficient services possible.

Southwestern Medical Center. Additional progress has been made on this project and it is hoped that it will not be too long before it goes into the construction stage. Continued all-out support must be given this institution by the citizens of Dallas.

Central Park for Dallas. Dallas has the possibility of creating for itself a wonderful civic asset in the form of a huge public park to be located in the floodway between the levees in the Levee District. During 1951, the U. S. Corps of Engineers completed clearing this area of the dense growth and objectionable obstructions. We must formulate plans for beautifying and landscaping this area in the future.

Joint Dallas-Fort Worth Area Promotion. Dallas and Fort Worth, through their chambers of commerce, have worked closely together during the past year on various projects. This co-operation must be accelerated and increased in order to most efficiently promote the Dallas-Fort Worth Metropolitan Area which is the largest single metropolitan area in the entire South, with more than one million persons.

State Fair Grounds. It has been recommended to the city government that it include funds for expansion of the State Fair Grounds in its program for the immediate future. This fundamental acquisition is necessary in order to facilitate the further development of Dallas' number one public institution, the State Fair of Texas.

Aviation Development. On December 5, 1950, in the president's report, I made the following statement with regard to Dallas' aviation development:

"I suggest the plans for the expansion and improvement of Love Field be carried out as soon as possible; and I also suggest that the City of Dallas co-operate with the City of Fort Worth in developing the Midway International Airport. The greater Dallas-Fort Worth Metropolitan Area, already with nearly one million population, needs both of these airport facilities. We must plan now for the time when this area will have twice this many people to serve."

Later, on August 4, 1951, I submitted my own personal opinion and observations to the membership of the Dallas Chamber of Commerce on the subject of aviation development. In this statement I pointed out that the growth in the past few years has created out of Dallas and Tarrant Counties combined, a single metropolitan area with a population of more than one million persons. I stated that it is my belief that our goal should not limit our aviation potentialities to the development of Love Field alone. Our goal should be to provide future airport facilities for this area in the most efficient way possible. This program should, of course, include the full development of Love Field. But in my opinion, it should also include the full development of Midway Airport, Meacham Field and all airports in the great metropolitan area.

As a result of this action the Dallas Citizens Council set up a special committee to work with the Aviation Committee of the Dallas Chamber of Commerce in making a complete and full analysis and investigation of all airport facilities in this area.

County Courthouse. Of the 14 projects I suggested in the report for 1950, this is the only one upon which there have been no definite steps taken. The suggestion was as follows:

"There is no doubt that the Dallas County Courthouse is inadequate and unsuitable for the efficient operation of the county government. Dallas County needs a new courthouse. I recommend that the county in 1951, initiate a program to replace the present antiquated courthouse with a modern, 15-story, air-conditioned courthouse. This can be done by voting county bonds to finance the construction of it."

I again submit this suggestion. The county government must be modernized and made more efficient. New physical facilities would be an important step toward this end. I also suggest that a study be made by city and county authorities to investigate the possibility and feasibility of constructing such a building in or adjacent to the city's Civic Center site. As Dallas grows, there must be increasing co-ordination and co-operation between the city and county governments.

★

In addition to the previously mentioned activities of the Dallas Chamber of Commerce, there were many other projects which made progress in 1951. An example of these is the preliminary work on the new Hotel Statler for Dallas. We are honored to have as our principal guest speaker at our annual banquet this year, Mr. Arthur F. Douglas, president of the Hotels Statler. The establishment of this new facility for Dallas came as a direct result of the Hotel Committee of the Dallas Chamber of Commerce. During the year the site was acquired, financial arrangements have been worked out and plans and specifications have been prepared.

During 1951, Dallas played host to the convention of the Texas and Southwestern Cattle Raisers Association for the first time in 31 years. The Chamber of Commerce was instrumental in making this a most outstanding occasion, resulting in many fine benefits to Dallas and its relations with this number one Texas industry.

The consolidation of the Dallas Agricultural Club into the agricultural and livestock activities of the Dallas Chamber of Commerce is a matter of great importance and will have a far

reaching effect upon the general economy of Dallas and Texas. These arrangements will become effective at the beginning of the new year. This will strengthen the activities and good work of the Dallas Agricultural Club. Under the arrangement the officers and directors of the club will serve as the Farm and Ranch Committee of the Dallas Chamber of Commerce. Agriculture and livestock have been since Dallas' beginning its foundation of support for its growing and expanding economy. This consolidation of interest will spell out something most worthwhile for the city.

The continued activities of the Chamber of Commerce with regard to the Trinity River Development Program have been most important to Dallas.

Water transportation by barge service from Fort Worth down the Trinity River to its intersection with the Intracoastal Canal at Anahuac, Texas, gives promise to the greatest and most valuable improvement to economic development of Dallas in many decades. Former Congressman Chester C. Thompson, who is now head of the American Waterways Operations Corporation, said in a speech last month at a meeting of the Trinity Improvement Association, that continued growth of the Southwest demands early construction of this waterway from the Dallas-Fort Worth area to the Gulf. Only a few days before, Lieutenant General Lewis A. Pick, chief of the U. S. Army Corps of Engineers, told boosters of the Intracoastal Canal at Houston that extension of the Trinity leg of this inland waterway system is entirely within the bounds of economic and engineering feasibility.

★

In looking ahead into the year 1952, I recommend that all of the previously mentioned 14 civic projects be continued and supported vigorously by the entire membership of the Dallas Chamber of Commerce and by the total citizenship of our great Dallas community. If we are to be successful in our desire to make and keep Dallas a great city, we must approach all problems in a broad-gauged manner and with vision and foresight into the future, and we must not hesitate in our support of any of these important civic projects, which are so vital to the accomplishment of that goal. We must aggressively and vigorously support our civic leaders and city officials in their efforts to put into action all phases of our great master plan for Dallas.

I wish to add two additional projects to those which I recommended last year. These two suggested programs of urgent importance to a full civic development for Dallas are as follows:

Special Polio Clinic and Hospital. I recommend that steps be taken to develop for Dallas a joint City-County Polio Clinic and Hospital to be placed near the coming City-County Hospital in the Southwestern Medical Center. Dallas should be a leader in the entire nation in establishing a modern facility, especially designed, ventilated, equipped and staffed for the express purpose of handling this dreaded and dangerous disease.

Raising the Bonded Debt Limit of the City of Dallas. This is the most important program confronting our community in the near future. I strongly urge that every citizen of Dallas vigorously support the efforts to increase the bonded debt limit of Dallas. Unless this is done, almost none of the needed and necessary projects which are already in process of development can be completed and put into operation. Bonds for projects which have already been voted for years cannot be sold unless this is done. Municipal demands for water, sewerage and other essential services cannot be met unless this is done. The need for additional services is accelerating. I wish to reiterate and emphasize my statement in the president's report last year:

"It takes money to accomplish these necessary things. The only possible way is to provide funds by increasing the bond limit of the City of Dallas; this should be done at the earliest possible time and in a large enough amount to provide all the funds necessary, and whatever new bond issue is required to accomplish the completion of this program should be voted at the earliest possible time."



DALLAS • DECEMBER, 1951



J. BEN CRITZ
Vice President and General Manager

FOR more than twenty-one years I have had the opportunity and privilege of having an intimate part and extremely close-up view of the remarkable and sound growth of Dallas and the expansion and increased effectiveness of the Chamber of Commerce.

It has been 21 years of steady progress despite the strenuous depression years during the early thirties. But during the thirties we were building a firm foundation for the Dallas of the future.

Then beginning in 1940 we began reaping the results of our building and planning. During the past 10 years our growth and expansion has been phenomenal. The population has doubled and business, industry and manufacturing volume has increased five to 10 times.

You might call this period "The Tale of Two Cities"—Dallas 1940 and Dallas 1951.

As you will see from the pictures to be presented at the annual meeting there is truly a vast difference in those two cities. And we feel confident that there will be as much improvement and difference in the Dallas of 1960 as compared to the Dallas of today.



The departmental reports contained in this annual report will give our members a complete picture of activities and accomplishments of the Chamber in 1951.

I am very happy and proud that your Chamber has satisfactorily met its responsibilities and can show a record of worthwhile accomplishment.

We have many plans for the future development of Dallas on the "drawing boards," for one of the main purposes of a chamber of commerce is to plan far ahead.

Practically every worthwhile accomplishment that has been brought to a satisfactory conclusion is the result of farsighted planning in the past.

Certainly a chamber of commerce must keep abreast or really ahead of the times, and thanks to the support of our members, your Chamber has been able to expand in keeping with the growth of our city.

We have been able to acquire an experienced, capable, efficient and loyal staff, and when the present improvement and modernization program on our building is completed, I feel sure that we will perform our duties and get the successful results necessary to merit your continued confidence and support.



THOMAS W. FINNEY
Manager, Industrial Department

Industrial

WHAT are the dominant impressions of the development of Dallas in 1951? Here are just six phases of emphasis: 1. Increasing stature as an aircraft manufacturing center; 2. Increased stature as an oil industry center; 3. Significant expansions by industry already established in Dallas; 4. Designation of Dallas as the regional center for governmental agencies and activities; 5. Continued employment gains, and 6. A continuing stability in the make-up of the economy of Dallas. Cognizance must also be given to the trend to think somewhat in terms of the Dallas-Fort Worth area.

During 1951, the mission of the Industrial Department continued as twofold: 1. Industrial and business development, and 2. Fact accumulation and presentation. Assistance in the form of complete briefs, memoranda on specialized subjects, location of sites or buildings—the entire range of services—was given to many firms. Some firms were strictly exploratory and others were concretely considering activities in Dallas.

Continuing assistance was given to new arrivals in Dallas such as Collins Radio Company, United States Envelope Company, Dresser Industries, Inc., Ford Motor Company and Dallas Air Force Field Procurement Office. Co-operation was continued with Fort Worth interests on the location of the proposed Air Force Academy near Grapevine. Special assistance was given the State Farm Mutual Insurance Companies in locating office space of 21,000 square feet, with about 100 employees moving to Dallas.

Special statistical studies were made pertaining to applications by several Dallas companies for National Production Authority assistance, for the Trinity River Improvement Association, for DALLAS on special articles on trucking, film industry, insurance and finance, construction, oil and manufacturing and for airlines on route applications (made co-operatively with the Aviation Department).

Eleven statistical monographs were revised and nine new monographs were prepared during the year. A study of the oil industry of Dallas was made for an out-of-state publication; an dthe food industry and other phases of Dallas were analyzed for use by local publications. Three direct mail presentations were prepared and mailed to over 2,000 executives of "prospect" companies. Studies on parking and other community problems were made for the chambers of commerce of New Orleans, Amarillo, Fort Worth, Little Rock, Los Angeles and Memphis.

Arrangements were carried out for a study on Dallas' development and city problems for a group of 48 Nashville, Tennessee, business and civic leaders. Dallas and Southwest statistical compilations were prepared monthly and mailed to more than 300 local and national firms and agencies. The weekly Service Bulletin was compiled by the department for distribution by the Membership Department.

During a sample three-week period, a breakdown of the number of telephone, letter and office-visit inquiries indicated that approximately 25 per cent were concerned with new business, 25 per cent with general statistics on Dallas and the Dallas Southwest, 45 per cent on established concerns of Dallas or on Dallas products, and 5 per cent on employment opportunities. This analysis does not include the activities of the manager. A time allocation breakdown, although not made, would probably indicate a heavier proportion on business and industrial development and on fact accumulation and presentation.

STEWART MITCHELL and DAVID ROBERTSON
Research Assistant and Administrative Assistant





MARK HANNON

Manager, Dallas Manufacturers and Wholesalers Association

Wholesaling

DURING the latter part of 1950 the Dallas Manufacturers and Wholesalers Association, anticipating that defense contracts would be made available to Dallas manufacturers, published "A Classified Directory of Industrial Facilities in Dallas."

Information from hundreds of various types of concerns was classified in alphabetical order, listing the name of the firm, address, name of the principals, size of plant, number of employees at present, number that can be employed in case of necessity, type of current manufacture, different types of manufacturing the firm can perform and type of manufacturing the firm prefers to perform.

In addition, detailed tables recorded all the kinds of tools and equipment on hand.

The book was copyrighted. It was then distributed to about 500 government procurement agencies, including Army, Navy, Air Force and Marine Corps procurement agencies.

The directory was made available at no cost to bona-fide concerns holding prime defense contracts, seeking sub-defense contractors. Inquiries about and requests for the survey have been received from all parts of the country.

While a volume of somewhat confusing regulations was being publicized, the association—for the benefit of its members who did not subscribe to some special

bulletin service covering their particular industry—issued a weekly "Defense News Bulletin," a concise, understandable resume of all regulations and relative matter.

The association served government agencies by distributing Daily Analysis Sheets from the U. S. Department of Commerce and Weekly Synopsis Bulletins of contracts awarded the previous week in the amount of \$25,000 or more.

The association also underwrote the attendant expense of holding clinics in Dallas for other government agencies, to keep the industrialists of the Dallas area informed.

The association conducted two general markets during 1951, which were well attended.

The office of the association handled close to 15,000 inquiries from concerns both in the Dallas trade area and without seeking sources of supply for both finished products and plants to manufacture. This was even more inquiries than in the past years.

It was especially gratifying that mail inquiries and personal visitors at the office from far distant points had learned of "Dallas, the Diversified Market of the Southwest," the slogan adopted several years ago.

The association has kept up its annual program of national advertising and has endeavored, by correspondence and personal interviews in the office, to allay as far as possible some of the prevailing defense tension and war fear that has existed. The office arbitrates many situations to the interest of the parties or industries concerned.

Throughout the year the association office has kept in close touch with Dallas representatives, both state and national, either expressing favor or disfavor of state or national legislation as it affected Dallas industries.

New Concerns for 1951:

Manufacturing	53
Wholesale Trade	101
Merchant Wholesalers	44
Sales Branches and Offices	32
Agents and Brokers	25
Retail Trade	242
Finance, Insurance and Real Estate	69
Transportation, Communications	15
Services	170
Construction	32
Mining (oil industry)	16
Agriculture	2
Government	7
Total for first 10 months	707



Z. E. BLACK

Manager, Convention Department, center, planning a convention with Harold Shank, left, and Arthur J. Shinners, right

Conventions

THIS was the largest convention year in Dallas' history. The glad hand of welcome was extended to approximately 280,000 visitors who attended 1,675 conventions, sales conventions and co-operative marketing periods in Dallas in 1951. March topped all preceding months with 205 convention events, or between six and seven per day, Sundays included.

It is estimated these free-spending visitors left \$12,500,000 in local business channels, using the conservative yardstick of \$15 per day per delegate. The figures do not include out-of-town visitors at the State Fair, with its record breaking over-all gate of 2,320,129, nor out-of-town visitors at the Metropolitan Opera, State Fair Musicals, football games and like attractions.

Dallas, nurtured in the Southwestern empire of natural wealth and with a birthright of innate hospitality tracing back to early ranching days, likes good times and good company and its people are happiest when playing host.

While most of the conventions have been the sales-convention type, in which Dallas is the Southwestern leader, approximately 50,000 attended the various market periods staged by the American Fashion Association, three Gift Show organizations, Southwest Men's Apparel Club and Southwestern Shoe Traders Association, each lasting about five days.

Space requirements will not permit listing all the state and regional conventions, such as the huge Texas & Southwestern Cattle Raisers Association, which drew

nearly 3,000, the State Bankers, the State Bar and many other larger-than-average national conventions. It should be mentioned that there have been held during 1951 a total of 35 conventions national or international in scope, a larger number than any year since the Centennial Exposition was the magnet in 1936.

Long-range work is now necessary to secure national gatherings and forty-two have been booked so far for 1952, 1953 and as far distant as 1955. Among those inked for 1952 are: U. S. Junior Chamber of Commerce, U. S. Open Golf Association, American Bee keeping Federation, National Farmers Union, Music Teachers National Association, National Association for Music Therapy, Music Library Association, College Music Association, American Musicological Society, American String Teachers Association, I.O.O.F. Sovereign Lodge, National Association of Rebekah Assemblies, Ancient and Honorable Order of Blue Goose, International and National Office Machine Dealers Association, International Order of King's Daughters and Sons, National Apartment Owners Association, National Astronomical League, Pi Tau Pi Fraternity, National Hide Association, Pre-Cancel Stamp Society, Inc., National Council for the Social Studies, American Association of Cereal Chemists, American Association of Thoracic Surgery, American Bankers Association Trust Division, International Association of Game, Fish and Conservation Commissioners, American Fisheries Society, National Institute of Municipal Clerks, National Poultry and Turkey Improvement Plans Conference, National Association of Dance and Affiliated Artists, and Ninetieth Division Association Reunion.

In addition to maintaining a file on some 1,500 convention-holding organizations and watching zealously to see that Dallas gets its turn—or a little sooner—at all Texas and Southwestern conventions, and carrying on long-range campaigns for national conventions logical for Dallas, the Convention Department of the Chamber assists convening groups in choosing suitable dates and assists in making housing arrangements for many groups and individuals. On dates of heaviest congestion, it co-operates with the Dallas Hotel Association in the operation of a housing bureau. The department assists many conventions along such lines as registration, publicity, program suggestions and the handling of exhibits and housing.

With the vast amount of desirable exhibit space available at Fair Park and with the remodeling and air-conditioning programs already completed in many of the hotels, together with substantial additions to two hotels and the opening of several new motels, Dallas faces a fine opportunity for securing more and larger conventions. The manager of the Convention Department would appreciate hearing from any Chamber of Commerce members considering inviting conventions which they attend. Full assistance will be rendered in the invitation campaign.



MISS JAY LITTLE

Manager, Information Department

Information

SINCE Dallas is America's largest inland city and constantly expanding, inquiries about the city continue to pour in from every section of the country.

Many of the requests for information concern the employment situation, climate, housing and special events. Quite often companies moving into Dallas bring their own personnel, in which case, the employees request information and descriptive folders on their future home town. All inquiries are answered as promptly as possible, some requiring research work and some requiring immediate replies such as: "We would appreciate your giving us some help in finding a gentleman in Dallas, whose initials we do not have. He is a safe and lock salesman, and has the combination of a safe we own." The information was found and the letter was answered immediately.

Another one just as important but quite different from Los Angeles, California, stated, "My grandson, eight years old, will leave Houston via plane enroute to Los Angeles. He will change planes in Dallas, which will necessitate his being in your city about an hour. I would appreciate it very much if you would see that he is well taken care of while at the airport." The respective airlines were contacted and they assured us that the little fellow would be met by one of their employees and would be entertained while in Dallas. This they did and the Chamber received a thank you note from the grandmother stating that the boy had a wonderful time.

Other letters request the dates of the State Fair, football games, State Fair Musicals, basketball games, baseball games, grand opera, Theatre '51-52, points of interest, hotels and tourist courts.

The telephone calls bring forth such questions as: "When is Mardi Gras?" "Who are our representatives in Austin?" "What is our Congressman's address?" "Who is president of such-and-such a club?" "What are the names of hotels and tourist courts in various parts of the country?" "Where is the Downtown Box Office?" "What is the population of Dallas," "Where can a company picnic be held?" "When was Dallas founded?" "What is the mileage to Chicago?" "Where are the offices of Dallas Symphony?"

Another service the Information Department offers is the routing of highway maps and distribution of vacation folders.

The department also serves as a distribution center for descriptive folders on Dallas, city maps and other printed materials.

A variety of questions come in at the rate of more than 85 letters and an average of 50 telephone calls a day. This adds up to approximately 25,196 written inquiries and 15,615 telephone questions annually.

To a large extent it is the work of the Information Department that enables Dallas to learn of the Dallas Chamber of Commerce, and the rest of the world, of Dallas. All inquiries of a general nature, which do not fall properly within the scope of activity of other Chamber departments, are referred to the Information Department, which undertakes to answer each letter the day it is received. Some of the letters, however, require considerable research to provide the answers for specific questions, others require shopping errands to buy articles requested by the correspondents and still others make other kinds of chores necessary.

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- ...don't wait for mark-downs and bargains.
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- ...purchase things the average person doesn't need.
- ...come to town in a spending mood.
- ...increase sales but not overhead.
- ...pay cash.
- ...are earned elsewhere but left with the host.
- ...bring everybody business.



HORACE AINSWORTH
Director of Publicity and Editor, DALLAS Magazine

Publicity

ACTIVITIES of the Publicity Department divide themselves between local news coverage of important Chamber functions and national publicity on outstanding Dallas news events.

Nationally, Dallas is constantly in the news. Key executives all over the nation are choosing Dallas for their major press conferences and important announcements. A recent example of this was the visit of Charles E. Wilson, president of General Motors, for his announcement of a new dual purpose war-peace plant at Arlington. Mr. Wilson's announcement could easily have come from the home office of General Motors in Detroit, but he and his public relations staff decided that an announcement from Dallas would have added news value.

Publicity resulting from the many national and international conventions in Dallas in 1951—the largest convention year in history—has filled scrapbook after scrapbook with unusual stories of spectacular events. Pre-convention publicity is the key to successful attendance in the majority of cases. It not only creates enthusiasm among delegates who are attending, but also helps generate other publicity in every area from which delegates come. Publicity at the convention itself gives them undisputable facts to take home to back up their extravagant statements about what a wonderful time they had. Post-convention publicity reminds delegates of the fine time they had during their convention and paves the way for quick return trips, either of the convention as a whole, or as individuals.

National magazines find Dallas a wonderful scene for their news stories about typical American families and typical American community life—not because Dallas is "typical," but because it is above average and allows the magazine reporters to glamourize their subjects.

The personality of Dallas that has been built up over the years is another factor that entices magazine attention. When Dallas is mentioned in a story, magazine readers across the country immediately think of a young, progressive city, vigorous and full of opportunity—a choice place to live.

Movie companies, especially those filming movie shorts, like to work in Dallas. The clean, new look about Dallas and its variety of architectural patterns give them plenty of material for a wide range of settings. Clear shooting weather the year around cuts their expense budget substantially.

National trade and industrial publications lean heavily on Dallas for human interest news stories. With many national organizations now maintaining branch offices or divisions in the Southwest—served from a Dallas headquarters—the company publications welcome stories about their Dallas area.

Local publicity in 1951 has highlighted one of the Chamber's busiest years. The Chamber of Commerce has received front-page headlines throughout the year by initiating or tying-in with the main news events of the day. When the Chamber was host for the Dallas reception of General Douglas MacArthur, newspapers carried front-page stories in every edition for nearly two weeks. When the general arrived, newspapers assigned practically their entire local staff to cover the story from every angle. The Publicity Department acted as the co-ordinating agency for all MacArthur affairs, doing everything from acting as secretary at committee meetings to writing finished stories for the newspapers. The result of the Publicity Department's co-ordination of the entire affair was more favorable press coverage throughout the country than the other Texas cities received with their MacArthur receptions.

Another major local promotion of the Chamber's Publicity Department was the opening and dedication ceremony of U. S. Highway 67 in late July. This ceremony was timed for the middle of the summer when other publicity sources were relaxing and taking it easy in the heat of the summer. The results were big stories in the local papers when others news was at a standstill. Newspaper editors co-operated generously, helping to make the affair a real news event at a time when interest in local affairs was slack. Not only did the story receive extensive build-ups in Dallas newspapers and over Dallas radio and television stations, but it also collected valuable good will for Dallas from stories that appeared in newspapers in 15 surrounding counties of Dallas and from newspapers across the state that used wire coverage of the event.



TOM McHALE
Advertising Manager, DALLAS Magazine

Dallas

AGAIN this year DALLAS, nationally recognized publication of the Dallas Chamber of Commerce, reported the month-by-month story of Dallas' progress to the membership of the Chamber of Commerce and to the nation.

During the post-war years DALLAS has achieved national recognition as the top-ranking magazine in its field. This leadership has become so pronounced that DALLAS voluntarily withdrew from award competition in the field of national chamber of commerce publications. Now in its twenty-ninth year of continuous publication, next year DALLAS will observe its thirtieth anniversary.

Distinctive in its field for extensive use of color, modern typography and graphic editorial presentation, DALLAS has not only recorded the running month-to-month story of Chamber of Commerce activities but has also carried business stories of general interest. It is universally recognized as a strong factor in selling Dallas to both the business community and to the hundreds of industrial prospects on its mailing list.

Again this year DALLAS is closing its books with a surplus of revenue over expenses. Its revenue is derived from local, regional and national advertising,

and it has attained high prestige as a business advertising medium representing leading firms who serve the Dallas Southwest.

During the past year DALLAS has experienced another of its rare changes in editors. Clifton Blackmon, editor of DALLAS for the past seven years, resigned in February to accept the position of director of advertising and public relations with the First National Bank in Dallas. He was succeeded by Horace Ainsworth, formerly on the editorial staff of the *Austin American-Statesman* and a special writer for the *Houston Chronicle* and *Texas Parade*.

DALLAS has pointed up important phases of growth and development in the Dallas business community. The February issue emphasized Dallas' tremendous commercial, residential and public construction program; the April issue presented a graphic picture of Dallas' leadership in finance and insurance; the May issue described Dallas' aviation leadership; June, the film industry; July, motor transportation; August, Dallas' defense potential; September, the State Fair; October, Dallas' position as an oil center, and November, an industrial survey of Dallas.

Throughout the year DALLAS has faithfully reported news of business, education, culture and the various ramifications of Dallas' growth, as well as presenting pictorially new industries, buildings and individuals who are building Dallas. Advertising revenue has continued at a high level with new regional and national accounts being added and editorially, in modern layout and new uses of color, DALLAS has continued to seek the latest methods for telling the story of Dallas.

Every Month...

- ... DALLAS has been on Chamber members' desks for the past 29 years.
- ... DALLAS is read by on-the-job executives.
- ... DALLAS is read by top management executives across the nation.
- ... DALLAS ranks as the top Chamber of Commerce publication in the nation.
- ... DALLAS is packed with late business news and action photographs.
- ... DALLAS displays modern typography, colorful artwork and distinctive layouts.
- ... DALLAS advertisers get favorable results.



MRS. VIRGINIA SHAEFFER
Manager, Dallas Fashion Center

Fashion Center

THE national acclaim Dallas receives as a vital, creative fashion market is due in large part to the combined efforts of those manufacturers of women's and children's fashion apparel who comprise the Dallas Fashion Center. This association of manufacturers heartily endorses and fully exploits the advantages of co-operative competition.

Directly from its constitution comes this expression of the association's purposes:

"To promote and advertise the Dallas women's and children's apparel market to the retail trade and consuming public, to foster the highest standards of practice in manufacturing and selling, to expand recognition of Dallas as an outstanding fashion center, and to cultivate a better understanding of the economic importance of a consolidated market in promotional activities."

During 1951, these purposes have been realized in a variety of activities—the staging of fashion shows; the placing of photographs and timely fashion stories with all types of media (including radio, TV and newsreels); the entertaining of visiting editors with a first National Press Week; the scheduling of press previews for Dallas and nearby press; preparing of advertising, and publishing a *Buyer's Guide*.

Within the organization itself, dissemination of information about federal price control regulations has been active. In January, the center was host for a conference of the Apparel Institute to set up a revitalized body to work with officials in Washington for the welfare of the industry.

R. A. Johnston, Jr., president of Johnston, Inc., and 1951 president of the Dallas Fashion Center, formed a joint committee of manufacturers and members of the Textile Club to work out joint problems and mutually beneficial activities.

Mr. Johnston, too, has opened new vistas for the members of his own and allied associations with a challenge to the entire industry and its affiliates to establish a Textile Building at the State Fair of Texas to serve as a vast display of the fashion industry here.

Retracing the year's specific activities, records show that a fashion show for retail buyers staged in the Texas State Fair Auditorium on October 29 attracted an audience of more than 3,500 retailers.

Miss Virginia Pope, fashion editor of the *New York Times* and creator of the renowned show, "Fashions of the Times," was a guest narrator.

The power of the press has been recognized directly in many of the special events of 1951. "Forecasts for Fall" was presented at a luncheon fashion show for members of the Texas Press Association in convention in Dallas in June. This show was the kick-off for a new service, "Texas Trends from Dallas Fashion Center," a series of mats and photographs of Dallas-made fashions now appearing in daily and weekly newspapers. "Texas Trends," introduced in June, are sent to newspapers throughout the state and are an expansion of publicity services through the center to the metropolitan newspapers of the nation.

Another successful innovation of 1951 was the Dallas Fashion Center's first National Press Week in March, which was attended by many of the most influential fashion editors in the nation.

Previews for the Dallas press were held prior to the larger markets in May and October. The *Dallas Morning News* and the *Daily Times Herald* carried daily, illustrated by-line stories on the fashions seen during the Market Weeks.

Reaching trade and consumers, the center presented a style show on boats in the yacht basin at Corpus Christi as a featured event of Buccaneer Days in April. This was a requested repeat performance, resulting from a similar show in 1950.

One of the sponsors of the Southern Methodist University School of Design when it was founded six years ago, the Fashion Center has continued to give the school the benefit of its advice and has backed up its encouragement of the school's founding by employing almost half of its graduates in Dallas firms. Two scholarships were awarded senior students for the 1951-52 school year.

Scheduled advertising by the center itself is limited to trade publications and is aimed to attract buyers to the market, with emphasis on the over-all fashion attractions to be found in Dallas.

The center's office serves as a clearing house for inquiries from buyers and has this year published a new *Buyer's Guide* listing members in categories.



HENRY W. STANLEY
Manager, American Fashion Association (Market Division)

Market Division

THE Market Division of the Dallas Chamber of Commerce during the past year conducted four apparel markets that brought 20,000 apparel buyers to the city.

The scope of influence of the Dallas market is constantly widening. This was clearly demonstrated during the recent Resort and Early Spring Market, when on one day buyers were registered from 18 states and one foreign country.

To publicize these markets the Division publishes prior to each market *The American Fashion Magazine* which is now being mailed to 9,000 rated accounts throughout the Southwest. This 108 page publication is one of the top ranking magazines of its kind in the nation.

Two entertainment events are features of every market. During the Resort and Advance Spring Market which was held October 28 to November 2, 3,500 buyers and salesmen were entertained at "Show Time" which was staged in the Automobile Building at Fair Park. An outstanding floor show was staged under the personal direction of Charles Meeker. On Tuesday morning, October 30, 1,202 buyers were guests of the American Fashion Association at breakfast in Crystal Ball Room of the Baker Hotel.

An informative advertising clinic to show small merchants how they can benefit from planned advertising is a new service offered at Dallas fashion markets.

The Texas Press Association, Dallas Advertising

League, Western Newspaper Union, and other organizations have co-operated with the association in the clinics.

The advertising sessions present down-to-earth advice to small town clothing merchants and retailers about their advertising: showing them how advertising can help their store and instructing them in the proper way to prepare their advertising.

Elementary advertising fundamentals — such as how to use a mat and how to prepare ad copy in advance—are stressed.

Other informative features of market week help fashion buyers determine:

1. What the customers want.
2. When they want it.
3. What they want to pay.

To protect themselves from future fluctuations, merchants were advised at one market to seek the most dependable manufacturers and wholesalers, study the supply problems, shop the market as carefully as possible, purchase a reasonable amount of merchandise in advance—but not the entire season's requirements far ahead—insist that manufacturers give immediate notification if they decide not to produce or deliver an order, plan the store's stock seriously and not be stampeded into buying unreasonably large quantities.

The dates for 1951 markets were as follows:
Spring and Summer Fashions—January 21-25.
Fall Fashions—May 27-June 1.
Midwinter and Holiday Fashions—August 19-24.
Resort and Advance Spring Fashions—October 28-November 2.

With more than 300 salesmen showing over 1,000 lines of merchandise the Dallas market takes its place as one of the "big four" markets of the nation. As the hotel facilities of the city are enlarged, the market will continue to expand, both in the number of lines shown and the number of buyers who attend each showing.

Dallas Fashion Industry...

- requires more than 60,000,000 yards of fabric annually.
- rings up \$1,000,000 in sales on a good day in market week.
- attracts 5,000 buyers during market week.
- wholesales \$60,000,000 worth of women's and children's clothes annually.
- sells to 18,000 retail stores in more than 3,500 cities.



TOM E. HUFFMAN
Manager, Highway Department

Highway

THE Highway Department of the Dallas Chamber of Commerce, in co-operation with the highway departments of four other chambers of commerce, undertook as its first project in 1951 the sponsoring of House Bill 451, known as the "Freeway" or "Limited Access" Highway Bill. Briefly, the new law gives the State Highway Department authority to construct expressways in towns under 50,000 population and in rural areas. Under the old laws, expressways were restricted to cities of 50,000 population and over.

On March 4 representatives from the Central Highway Committee appeared before the Senate Committee on State Highways and Motor Traffic and the House Committee on Municipal and Private Corporations in support of the bill. This bill by Representative F. H. Sherman of Dallas became a law upon receiving the signature of Governor Shivers on April 25, 1951. It is believed that the enactment of this law will mean much to the future development of the Dallas-Fort Worth metropolitan area.

A Tyler-Dallas Subcommittee was appointed during the early part of 1950, with Clarence Kloppe as chairman. This committee was appointed for the purpose of working with the county officials and other chambers of commerce along the route in support of a program for the paving of an unimproved four mile gap and the rehabilitation of a nine mile section of State Highway 243, between Kaufman and the Kaufman-Van Zandt County line. It is gratifying to report that the requested construction has now been com-

pleted by the Highway Department and we now have a paved, direct highway from Dallas through Kaufman and Canton to Tyler and on into Central East Texas.

Another long sought improvement was realized in July when the construction of U. S. Highway 67 was completed between Dallas and Rockwall. The new facility is a modern four-lane-divided highway constructed on a new, direct location, eliminating four railroad crossings between Dallas and Rockwall. On July 26 and 27 the Dallas Chamber of Commerce, through its Highway Committee, headed by Chairman Neal Mancil and Charles E. Simons, chairman of the arrangements committee, sponsored a two-day visit of the State Highway Commission and the State Highway Engineer to Dallas. The highway officials participated in the new U. S. Highway 67 dedication ceremonies.

During the first day of their visit the Highway Commission and the State Engineer also made an inspection tour of state highways within the city of Dallas, held an open hearing so that different citizens groups could bring some of the highway needs of the Dallas area to their attention and were honored by the Chamber of Commerce at a cocktail party and dinner.

During the present year the Highway Committee, lead by Vice Chairman Marvin Love and Chairman Jim McDowell of the U. S. 67 Sub-committee, has given valuable support to the work of the (U. S. 67) Big Bend Trail Association, Inc. The Dallas group also helped arrange for and otherwise assist in putting on a Big Bend National Park exhibit at the State Fair this year. However, the major activity of the association this year has been working closely with the Governor of Chihuahua and other Chihuahuan officials and citizens in promoting an extension of U. S. Highway 67 from its present terminus at Presidio, Texas, on to Chihuahua, the capital of the State of Chihuahua, a distance of approximately 150 miles. We have recently been notified by Governor Oscar Soto Maynez of Chihuahua, that he has succeeded in securing finances for constructing the extension.

The present automobile distance, by the way of El Paso, between Dallas and Chihuahua is approximately 1,000 miles. When the Presidio to Chihuahua highway is completed this distance will be reduced to about 750 miles. At Chihuahua this extension will connect with a recently completed modern highway direct to Mexico City. U. S. Highway 67 through Dallas should then become a popular tourist route to the Big Bend National Park and then on across the Rio Grande for a tour through Mexico.

Among some of the other important highway meetings participated in by members of the Highway Committee were (1) the U. S. Highway 75 Improvement Association meeting held at Houston, attended by representatives from 12 towns and cities along the highway from Dallas to Houston and (2) the National U. S. Highway Association meeting in Fort Worth.



WILLIAM A. WARE
Manager, Aviation Department

Aviation

IN 1951, at a time of growing national emphasis on air power, Dallas forged ahead as one of the great aviation industry cities in the United States.

In aircraft manufacture, in private aviation and as an American crossroads for airline transportation, Dallas made notable gains reflecting the continuing dynamic character of the city's economic life in the Southwest today.

Love Field, which to the public generally symbolizes Dallas' air-mindedness, this year set new records in its volume of business. Love Field in 1951 enjoyed its best year, dollarwise and passengerwise, with more than 1,125,000 passengers using Love Field.

Never in the city's modern day industrial history have the future possibilities for Love Field been brighter or more promising than at this time. As Dallas looks ahead to greater growth, Love Field presents an inspiring opportunity.

In Dallas the aircraft industry—from private airport operators to airplane manufacturers—is represented by one family in every 10. This means that an average of two families in every block are employed by some phase of aviation. This represents a growth from one in 30 families last year. Continued improvement is indicated in the foreseeable future by the many plans previously announced.

Aircraft manufacturing in Dallas has made great strides forward in the past year. There is now an estimated contract backlog in excess of 340 million dollars among Dallas aircraft manufacturers. Significant

is the fact that Dallas now has five per cent of all aircraft workers in the country.

On May 12 the Chamber commemorated the twenty-fifth anniversary of commercial aviation in Dallas at a luncheon. The most outstanding contributors to the growth of aviation in Dallas were presented memorial scrolls awarded in the name of E. R. Brown, first chairman of the Aviation Committee and a great supporter of aviation. The program brought together many aviation old-timers, including the pilot who flew the first load of mail out of Dallas in 1926, Dick Dobie, and Frank Lewandowsky, who drove the post office truck that hauled the first airmail.

During the year, private aviation also made gains. Talks with the operators of personal plane airports indicate that this year's business will total better than 1950's. Most of this good business is due to G.I. student training. The entrance of new students to this program halted July 27, therefore the future does not look too bright for these operators.

Unfortunately, another private airport has been sold and eventually will become a housing development. The situation, when these private airports are closed, is bad for the county. Dallas County ranks third in the nation in the number of privately owned airplanes and with the closing of these airports the utility of the county will be lessened. A definite program to study the long range desirability of municipal ownership of only the land at personal plane airports is needed.

The Aviation Department has prepared a number of exhibits in airline matters for the Civil Aeronautics Board in Washington, D. C. In the preparation of these exhibits it received the very finest co-operation from city officials in every instance it was requested. The city Director of Aviation was most helpful on a number of occasions in supplying certain data needed by the department. In a like manner, the postmaster and his staff responded very readily to inquiries.

Dallas Aviation...

- ... employs one in every 30 people.
- ... paid \$45,000,000 in annual wages.
- ... bought over \$24,000,000 worth of goods and services.
- ... paid \$377,500 in local taxes.
- ... ranks Love Field seventh in the nation in number of flights.
- ... makes Love Field eighth nationally in passenger travel.
- ... has been recognized by a department of the Chamber for 25 years.



R. C. DOLBIN
Manager, Dallas Retail Merchants' Association

Retailing

THE Dallas Retail Merchants Association, a division of the Dallas Chamber of Commerce, acts as a central coordinating agency through which Dallas retail merchants can act on matters of common concern.

Twice a year, in the spring and in the fall, the association sponsors a school in retailing. These schools study all phases of retail operation, such as buying, merchandising, selling, sales promotion, operating procedures and personnel administration. Well attended, the schools are of great help to the retail personnel organizations in rendering better service to the consumer.

The very future of downtown retail business depends on adequate transportation and convenient parking facilities. For this reason the association is taking an active part in studies now being made by city officials and the Citizens Traffic Commission. This is a major problem which requires a great deal of study and joint action. There is no quick solution, but considerable relief can be obtained by the active interest of all concerned.

The Return Goods Promotion, which is conducted twice a year for a period of six weeks, is an educational promotion among consumers with the objective of lowering economical losses due to returned merchandise. This is a very extensive promotion that has

greatly helped retailers and received gratifying cooperation from consumers.

This year, as in several previous years, the association sponsored the decoration of downtown streets for the State Fair of Texas and took an active part in promoting the Fair, especially Dallas Day. At the present time the association is working on Christmas and Cotton Bowl street decorations. This year the decorations are being sponsored by the Variety Club of Dallas, with active help from the association. The association also took an active part in promoting the summer State Fair Musicals. In addition the organization takes an active part in many civic activities, such as Navy Day, Army Day, the Red Cross, the Community Chest and many others. The office assists retailers in a great many co-ordinated promotions where all retailers are concerned, such as Mother's Day, Father's Day, Back-to-School and National Men's Hat Week. There are other promotions too numerous to mention that this office takes a very active part in at all times.

There can be little question about the value of uniform store hours. It eliminates confusion in the minds of the public and contributes to more cordial employee relations. The association has endeavored and has been successful in standardizing schedules of store hours for stores of the same general classification.

The association has such specific objectives as keeping its members informed on everything that affects retailing and to provide group action when required; to serve as a clearing house of information for its members; to strive for improved traffic and parking conditions in the downtown area and work for civic development; to study all legislation affecting retail business and consolidate merchants' strength against harmful measures; to foster friendly relations and better understanding among the retail merchants; to encourage and aid in the maintenance of sound business practices, and to promote good public relations and strengthen customers' good will.

The most effective means of discouraging and fore-stalling measures adverse to retail interests is to present a united front and be prepared for collective action. This is particularly important now when business is almost under constant threat of burdensome and restrictive legislation. The association works very closely with the Office of Price Stabilization and the Wage Stabilization Agency, so that we can keep the members of our Association thoroughly informed on price and wage controls.

The association at all times makes a study of these legislative matters which affect the retail merchants, and endeavors to keep the members thoroughly informed at all times.



SAM GOODSTEIN and F. E. RICE
Manager and Chief Clerk, Transportation Department

Transportation

THE general trend toward increased prices has been applicable to transportation agencies, with the result that in the past year the railroads filed an application with the Interstate Commerce Commission for an increase in their rates of approximately 15 per cent. After a full hearing the commission granted rail lines 5 per cent in the Dallas area and 9 per cent in the East. The increase went into effect on August 28, 1951. Since that time carriers have indicated that the increase was not sufficient to meet their needs and have again filed an application with regulatory bodies for authority for further advance in rates that would result in their receiving the full 15 per cent as originally requested. Other forms of transportation, following this decision, have either increased their rates or have requests for increases pending before regulatory bodies.

The increases for the Express Company are approximately 11 per cent and as a further aid to the Express Company a bill has been passed and signed reducing the size and weight of packages that may be sent by parcel post.

For several years past there has been an attempt made toward uniformity of rates and classification. As a result of action by the Interstate Commerce Commission, carriers have been ordered to issue a new uniform classification that will apply in connection with a new uniform mileage scale of rates applicable

only to the movement of merchandise that would be subject to the new official classification. However, this is not expected to go into effect until the latter part of 1952, due to the expectation that many objections will be filed by industries against the ratings that have been made applicable to their commodities. No doubt these industries will ask the regulatory body to have the ratings they consider objectionable suspended pending further hearing, etc.

Another matter of much concern is an attempt of carriers in the East to apply to the movement of commodities from their section to the Southwest an additional charge for pick-up and delivery service without a corresponding charge being made in what is termed "official territory." This matter is under suspension and awaits the final decision of the commission.

During the past year the Transportation Department handled approximately 6,725 telephone calls; quoted 3,172 rates by phone and 4,354 rates by mail, in addition to rates furnished the Industrial Department for use in connection with outside industries that contemplated coming to the Dallas area.

In order to furnish traffic information to interested parties the department received and filed 22,139 tariffs, supplements and loose leaf pages; furnished 562 routings; mailed out 55,387 letters, and furnished information upon 573 requests other than requests for rates.

Information furnished personally to visitors to the office was 824. Notary public service was furnished free 171 times. In order that firms might be fully advised as to proposed changes in rates, rules, regulations, etc., being considered by the various carrier organizations, the department sent out 30,405 letters of information and 30,823 letters showing disposition of subjects they were interested in.

Finally, in order to keep abreast with activities in the traffic and transportation field the department manager attended 47 meetings.

Dallas Motor Freight...

- ... employs 3,259 people.
- ... paid \$13,194,220 in annual wages.
- ... bought \$10,228,400 worth of equipment and supplies.
- ... schedules 731 trucks in and out of Dallas every 24 hours.
- ... brings in 11,065,000 pounds of freight every 24 hours.
- ... takes out 16,253,000 pounds of freight every 24 hours.



DALE MILLER
Washington Representative

Washington

ANOTHER busy and eventful year was experienced in 1951 by the Washington office of the Dallas Chamber of Commerce. In both the legislative and executive branches of the government a swift tempo of activity was maintained throughout the year, and many matters of importance to Dallas and Texas received close and continuous attention.

On Capitol Hill the longest peace-time session of Congress in the nation's history dealt with a variety of political problems of particular interest to Dallas. The tax bill, to take only one important example, contained many provisions of vital interest, and narrowly escaped inclusion of other provisions inimical to the welfare of the Dallas people. The Washington office of the Dallas Chamber sought actively to protect the interests of Dallas particularly with respect to proposals affecting community property rights and depletion allowances in effect in the petroleum and mining industries. Resistance against changes in these vital provisions was effective, and strong efforts will continue in the future.

Another fundamental issue which received close attention throughout the year was the tidelands controversy, and the Washington office of the Dallas Chamber co-operated with other public-spirited groups in an effort to protect the paramount rights of Texas and other states. With respect to this objective, 1952 may be the year of decision.

One of the most important continuing legislative objectives of the Washington office of the Dallas Cham-

ber is to secure each year adequate funds to advance toward completion the comprehensive program of the development of the Trinity River. Substantial appropriations were voted by Congress in 1951.

Particularly assiduous effort was put forth this year to obtain funds to start construction on one such important phase of the comprehensive Trinity program, the Dallas floodway; but this effort did not immediately succeed, because of the administration's policy of denying appropriations, during this period of partial mobilization, to all public works projects not actually under construction. However, the vigorous campaign waged by civic leaders of Dallas established the project's merits and maneuvered it into a more advantageous position for future action.

In all these legislative activities the Washington office of the Dallas Chamber of Commerce arranged appearances for witnesses at Congressional Committee hearings, assisted in the preparation and presentation of testimony, and in the editing of transcripts. Moreover, Dallas business leaders were supplied with copies of pertinent bills, resolutions and committee reports.

In the extensively ramified bureaucracy in Washington, however, the work of the Washington representative of the Dallas Chamber is predominantly departmental rather than legislative. Particularly has this been true in 1951 as the growing mobilization program has imposed many regulations and controls, particularly on building construction, allocation of materials, procurement, etc.

The Washington office of the Dallas Chamber likewise followed developments on the proposed general dispersal and decentralization program of the federal government, involving the further establishment of regional offices throughout the country. Also, the Chamber's Washington office maintained contact with the Defense Department and its Army, Navy and Air Force components, with emphasis on the proposed establishment of an Air Force Academy.

Throughout the year considerable correspondence with Dallas businessmen was virtually a daily occurrence, as an effort was made to analyze events and predict political trends; and monthly articles in DALLAS magazine sought to highlight some of the more important developments.

Too numerous to enumerate in detail were the many personal services rendered Dallas businessmen in Washington, such as obtaining scarce hotel accommodations, arranging appointments and hearings with government officials, developing material for interviews and conferences, arranging travel itineraries, and so on. These duties are the most gratifying of all to the Washington representative of the Dallas Chamber, affording pleasant contact with home.

The Washington office of the Chamber likewise sought to be of assistance to individuals and business concerns in the East manifesting an interest in Dallas.



ROY JENKINS
Manager, Foreign Trade Department

Foreign

THE interest, attention, and friendship proffered by the Foreign Department of the Dallas Chamber to foreign visitors not only focuses their attention on Dallas as a commercial capital but typifies one of the many segments of America and the American way of life and living, stretching its hands toward those who love peace and understanding.

In December, 1950, correspondence was received regarding the location of suitable offices for Air France which resulted in June in the final establishment of the French airline service in Dallas.

In February, the department scheduled business appointments and arranged and planned a reception and cocktail party honoring three French government officials—Alexander de Manziarly, agent general for the French Government Tourist Office; Jean Richard, French commercial counselor from the French Embassy in Washington, and Gerard Dubois, French commercial attache from New Orleans, whose principal purpose was to stimulate and develop French trade in Dallas—and encourage tours to France.

Two special events in March featured the arrival of German Consul General Heinz L. Krekeler from New York, for whom business appointments and a reception was planned during his two day stay, and a special four day program later in the month for an E.C.A. Technical Assistance Project composed of a delegation of 10 French manufacturers and exporters and two French government officials. This program

consisted of a reception, a tour of the city, department stores and two factories, a visit to the Chamber, and two market study sessions embracing advertising, consumer buying habits, etc.

The World Trade Dinner on May 24 jointly sponsored and planned by the Foreign Department and the Dallas Export-Import Club was well attended by the principal firms and personalities engaged or interested in foreign trade.

Special attention was accorded three Japanese officials granted special authority by SCAP for the study of sanitation, engineering, streets, and city planning in behalf of the rehabilitation project for the war-torn cities of Japan.

On August 3, in collaboration with the Texas Wing of the Civil Air Patrol, the Foreign Department was host at a dinner honoring 35 Swiss and Canadian student pilots.

On July 12, 1,884 selected manufacturers, producers, exporters and other suppliers were mailed questionnaires on foreign trade.

Another E.C.A. (Economic Co-operation Administration) Technical Assistance Project for the French glove industry market involved conferences at the Chamber of Commerce and two special study sessions.

Other 1951 activities and attentions shown out-of-city and out-of-country visitors included, for example, repeat visits of the French Commercial Attache, the Swedish Consul General, two Iranian newspaper editors, a technical group of Puerto Rican officials from the Economic Development Administration of the Department of Labor and others too numerous to mention.

Uncounted are those individuals and parties seeking information and tourist advice on Mexico—wishing trade leads, translations, interpreter service, advice on import and export regulations, documentation and information on where to buy or sell various commodities.

Since Last Year...

- ... non-residential construction awards amount to \$69,000,000, against \$39,000,000.
- ... total construction awards for the first nine months (\$182,000,000) are the same as for the entire 1950.
- ... 20,488 telephones have been installed.
- ... 13,285 water meters have been added.
- ... 12,660 gas meters have been connected.
- ... 12,347 electric meters have been installed.
- ... industries have used 22 per cent more natural gas.
- ... industries have used 25 per cent more power.



SAM TOBOLOWSKY and MRS. VELMA BOSWELL

Business Manager and Cashier, Business Office

Financial

THE Chamber's \$90,000 remodeling and expansion program during 1951, together with increased costs, has strained the tight budget made at the beginning of the year.

Like other well operated businesses and organizations, the financial department of the Chamber prepares at the end of each year a budget for the following year. This requires a detailed study of current operations and an attempt to anticipate conditions during the next 12 months. In the light of this study a budget must be prepared to allocate fairly the anticipated revenue in accordance with the wishes of the Finance Committee and the Board of Directors.

Income for 1951 will exceed that for 1950 due to the increasing membership. But present and future expansion plans require still more revenue for expenditures have been held to a minimum.

The Chamber has no revenue other than from dues. This means that additional revenue will have to come from new members and from increased subscriptions of present members.

Continuing the trend that was apparent in the last annual report, collection of dues has assumed increasing importance in the business office. This is primarily true of members who have joined in comparatively recent years. Among firms who have been members for a number of years, particularly among those who carry multiple memberships, the problem exists to a much smaller degree. The older members have followed the phenomenal growth of Dallas and their desire to have part in it causes them to pay promptly.

By keeping a closer check on membership accounts, through the employment of a part-time outside representative and through the cooperation of the members of the Board of Directors, charge-offs due to non-payment of dues will run only slightly over that of the previous year.

The monthly financial reports of the Chamber reflect plainly and clearly the detailed operations of the organization so that the officers, directors and members of the finance committee can see at a glance what is going on.

The financial department keeps all records pertaining to membership accounts and DALLAS magazine accounts. It sends out statements and handles the collection of accounts. Advertising in DALLAS is sold on a commission basis with the commissions records maintained by this department. The buyer's guide, *Key to Buying in Dallas*, was again published by the Chamber and its records were also kept in the financial department. In 1950 there were 747 budget, or multiple memberships, and 2,477 minimum memberships. At the present time there are 777 budget memberships and 2,643 minimum memberships.

Bookkeeping and billing in connection with the publication of DALLAS are handled in this department. Advertising revenue in 1951 remained about the same as in 1950.

All federal and state tax regulations have been complied with, proper records kept, and reports filed. Applicable deductions for these have been made as well as for group insurance, group hospitalization and retirement insurance.

Special funds for certain specific purposes were raised during the year. The largest were for the entertainment of 80,000 4-H Club and Future Farmer boys and girls attending the State Fair, the Building Improvement Fund, the Cattle Raisers Convention Fund and the McArthur Entertainment Fund.

The financial department also serves as the purchasing agency of the Chamber, handling the requirements for all departments. Supplies are procured from Chamber members only, where possible.

A thorough examination of all financial transactions is made annually by an outside accountant selected by the Finance Committee.

The PBX board and the mailing and printing sections operate as a part of the financial department.

Increased activity in every department and by the various committees has kept the Mailing and Printing Sections busy. During the current year the department handled 119,409 pieces of incoming mail and 469,896 pieces of outgoing mail requiring \$8,672.93 in postage. This does not take into account the mailing of DALLAS magazine which is handled monthly as bulk and permit mailings. Printing of letters, letterheads and forms totalled 964,603 and addressing of envelopes, cards, etc., on the addressograph machines totalled 466,492.



HUGH SAWYER
Manager, Membership Department

Membership

EVERY member of the Dallas Chamber of Commerce is helping to provide the means for the dynamic civic leadership of Dallas to function at its best.

Members are a most important part of the Chamber's vital, living, active organization that is the very life-blood of Dallas' progress and achievement.

Reviewing the activities of the Membership Department for the past year makes one appreciate the good work members of the Membership Committee continue to do each year. The Membership Committee this year has done an outstanding job of making new friends for the Chamber of Commerce and for Dallas.

Under the direction of Robert L. Thornton, Jr., and Arthur Kramer, Jr., who were the chairmen for the Membership Committee, the department has had another successful year.

The Spring Roundup of new Chamber members started in April and continued until July with E. V. McCright and Frank Heller as group leaders. A breakfast was held every other Thursday during the Roundup for a report from the workers. The speaker for these meetings was a Chamber of Commerce committee chairman or department head, who gave informative talks on Chamber activities.

This year a special luncheon was held by the Lasso Club in July, with all new members invited as special guests. At the luncheon, each new member was introduced by a member of the Lasso Club. A short address

of welcome was delivered by C. A. Tatum, who is chairman of the Public Relations Committee.

At the time of the annual report, the total number of memberships sold for the year stands at 501. However, this should not be considered complete for 1951, as the last of the year is always a very active period in the solicitation of new Chamber members.

One man has made a phenomenal record this year by selling an outstanding number of new memberships. Louis Charninsky is one of Dallas' great civic workers, and nothing could prove this more than his record of new memberships sold this year. He is an Honorary Lifetime Member of the Chamber of Commerce, having won this honor a few years ago by signing up 100 new members in one year. Mr. Charninsky devotes his day off from work each week to the Chamber of Commerce. He broke his own record in 1951 by bringing in the all-time record total of 215 members.

The Membership Department mailed out 127,000 copies of the Service Bulletin to members this year, which is one of the unusual services provided by the Dallas Chamber. Each new firm that appears on the Service Bulletin receives a letter with their copy of the bulletin, welcoming the individual or company to Dallas. More than a thousand letters were sent out about Dallas firms in reply to inquiries from individuals and companies that come from all over the United States.

In person, by telephone, mail, telegram, and letter, hundreds of inquiries about Dallas businesses have been answered during the past year by the Membership Department.

Present trends in national affairs and developments anticipated in the future make it imperative that every businessman belong to and take part in Dallas Chamber of Commerce activities. Business is going to be on trial even more than it has been, and businessmen are going to have to have an even stronger spokesman locally and nationally, their Chamber of Commerce.





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Max Clampitt

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Officers 1951



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President, Dallas Chamber of Commerce



J. L. LATIMER
Vice President



HAROLD F. VOLK
Vice President



JAMES RALPH WOOD
Vice President



P. B. GARRETT
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IN DALLAS Last Month



To Head Architects. Terrell R. Harper, a member of the architectural firm of George L. Dahl, was elected president of the Dallas chapter of the American Institute of Architects last month and will take office the first of next year. Mr. Harper who will succeed Arch B. Swank, Jr., was secretary of the chapter in 1950 and served as vice president this year. Other new officers are Clifford J. Lane, vice president; J. Herschel Fisher, secretary, and William Hidell, Jr., treasurer.



Joins Advertising Agents. John G. Burnett has joined the Dallas office of Rogers & Smith Advertising Agents as an account executive in the account management department. Before joining Rogers & Smith, he was advertising manager of Braniff Airways in Dallas; assistant advertising manager for the Life Saver Corporation in New York, and chief of the creative staff of the agency serving Bristol Myers. Mr. Burnett is a member of the Dallas Advertising League.



Elected Club President. Wilbur H. Roberts, vice president of the First National Bank, is the newly-elected president of the Dallas Export Import Club. Other new officers, who were elected last month at the meeting in the Down Town Club, are first vice president, Melvin Vancil, Commercial Metals Company; second vice president, John C. McDonald, Jr., Murray Company of Texas, Inc.; secretary-treasurer, Jim Barbosa, First National Bank; publicity chairman, Nelson Meyer, Braniff Airways, and membership chairman, Dick Weber, Strachan Shipping Company.



Opens Branch Office. R. L. Bernard, resident vice president of Anchor Casualty Company, has opened a Dallas branch office in the Mercantile Commerce Building. Mr. Bernard became a special agent at the St. Paul home office in 1938 and resident vice president in Houston last year. He still supervises the Houston office.

W. W. WHATLEY and MRS. VIOLA SPENCE have been elected first and second vice presidents, respectively, of the Retail Credit Executives of Dallas, District 3.

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Public Relations Director. Rex V. Lentz, director of special services at Mercantile National Bank, has been elected a director of the Financial Public Relations Association. J. Lewell Laferty, vice president of Republic National Bank and former association president, serves on the group's senior council.

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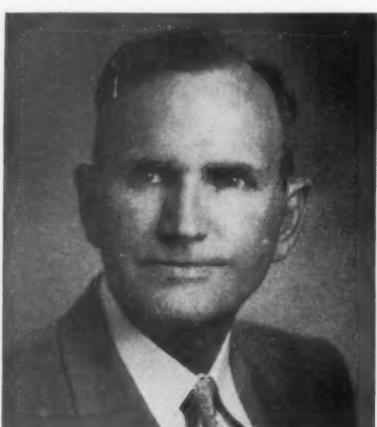


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Promotion Announced. B. C. Broocks, formerly of Corpus Christi, is the new regional production superintendent for the Southwest division of the Sun Oil Company, succeeding Marvin L. Brown in the Dallas office. Other changes in the producing department include J. T. Hightower, coming from Colorado City to Dallas to be field superintendent, and R. J. Bethancourt, coming from Freer to Dallas for engineering duties.

• • •

JOHN L. BRIGGS, vice president and director of advertising and public relations of Southland Life Insurance Company, has been named chairman of the executive committee of the Dallas County Chapter of the American Cancer Society.

DALLAS • DECEMBER, 1951

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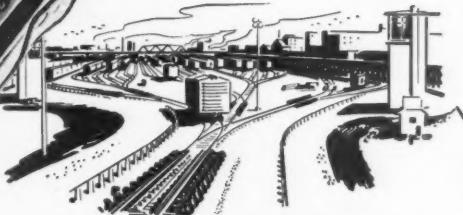


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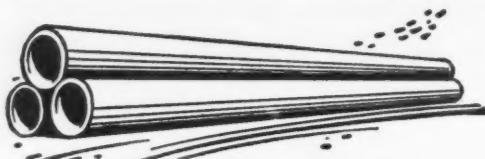
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Dallas County Engineer. John E. Gragg has been named Dallas County engineer by Commissioners Court. He succeeds Jack Davis to the \$10,560-a-year post. Mr. Gragg served with the Sun Oil Company, Texas Highway Department, Forrest & Cotton, Austin Bridge Company and Austin Road Company. He became partner early this year in Mahoney & Gragg, a private engineering firm.

Recently promoted in the American Airlines are ROBERT F. BLOUNT, supervisor of traffic movement and control for the Dallas-Fort Worth reservations department; G. ALLAN BROWN, assistant to the southern regional sales vice president, and J. C. KEARNS, assistant operations manager.



JAS. K. WILSON COMPANY invites you to meet Gus Tassos. Gus is Manager of the hat department on the first floor and his five years experience in buying, selling and fitting hats will help you to make the proper selection from Jas. K. Wilson's impressive stock of men's fine felts.

Advertisement



Home Builders President. Vernon S. Smith has been elected president of the Dallas Home Builders Association. Mr. Smith, a former national association director, succeeds Roland Pelt. Other officers chosen were Wilson H. Brown and Hal McGraw, vice presidents; James W. Bailey, treasurer; Loren S. Greene, secretary; Mr. Smith, Mr. Brown, H. Leslie Hill, Avery Mays, W. W. Caruth, Jr., and Charles R. Tips, directors to the national association, and Mr. Pelt, George F. Mixon, H. D. Lewis, Harold F. Smith, J. B. Andrews, Joseph F. Maberry, Morris Silberman, Morris Burke and Jerome J. Frank, DHBA directors.



Joins Merritt-Chapman. J. B. Allinson has been appointed head of the new Dallas office of Merritt-Chapman & Scott Corporation and Southwest regional representative for the New York construction firm. Dallas will be headquarters for the company's Southwest and Gulf Coast construction activities. Mr. Allinson formerly was vice president of Wyatt C. Hedrick, Inc., architects and engineers.

GEORGE R. FRENCH has been named director of personnel for the Texas & Pacific Railway Company.



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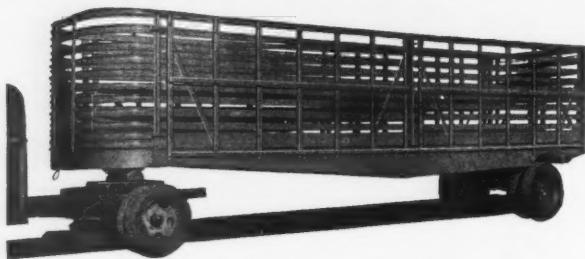
For Hospitality Serve Coca-Cola



Production Chief of PAD. R. L. (Bob) Foree, Dallas oil man, has been named director of the production division of the Petroleum Administration for Defense. Mr. Foree, who is president of the Texas Independent Producers and Royalty Owners Association, succeeds R. G. Lawton of Washington.



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Named Southwest Manager. Robert Hill has been appointed district manager of Hyster Company in the Southwest area. The company makes industrial materials handling equipment. Mr. Hill will work with Machinery & Supplies Company, Inc., Hyster Company of Louisiana, King and East Machinery Corporation and C. H. Collier Company.

ROBERT W. BYRNES, appliance sales representative, has returned to the Duke Doyle organization as head of sales in the Amana Home Freezer Department.

CLARENCE J. SKELTON, vice president and director of agencies of the Republic National Life, has been elected to membership on the board of trustees of the Institute of Insurance Marketing of Southern Methodist University.



Employment Board President. H. Nester DuVall of Cloud Employment Service has been elected president of the Employment Board of Dallas. He succeeds Miss Mary Samples who was chosen secretary-treasurer. Mrs. Mary Lindsey was named vice president. Mr. DuVall is a member of the Southwest Employment Board of Texas and the National Employment Board.



Heads Oil Writers. Jay Hall, oil editor of the *Dallas Morning News*, has been elected president of the Association of Petroleum Writers. Mr. Hall was one of the Association's founders four years ago and headed the committee that wrote the group's constitution and by-laws. The organization has 83 members and 96 associate members representing virtually all sections of the nation's oil industry.

PIERRE J. GOMER has been named executive vice president and general manager of Watson-Bruss Tire Company.

JAKE GRABSTALD has been appointed manager of the Shoe Center at 906 Elm Street.

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Elected by Contractors. Leo P. Morgan, a partner in the firm of J. E. Morgan & Sons, has been elected president of the Dallas chapter, Associated General Contractors of America, Inc. He succeeds Thomas J. Hayman of Inge-Hayman Construction Company, who became a director. Other officers named were Charles A. Vilbig, vice president; J. O. Boyd, secretary-treasurer, and William L. Hickey and Lawrence Jones, directors.



Construction Group Chief. G. Paul O'Rourke, executive vice president of O'Rourke Construction Company, has been elected president of the Dallas County Construction Employers Association. The association was organized in 1945 as a collective bargaining agency for the industry with local building trades unions. Other officers named were Bert W. Speed, vice president, and George Bock, secretary-treasurer. New directors include Robert E. Allison, W. C. Freeman, E. E. Farrow, J. L. Henderson and John Scharf.

CHARLES ALSETH has been appointed manager of the Victor Adding Machine Company Agency.



Press Club President. Frank Chappell, reporter for the *Daily Times Herald*, was elected president of the Press Club of Dallas early this month. He succeeds Harry McCormick of the *Dallas Morning News*. Other officers chosen were Marshall Comerer of the Associated Press, vice president; Bruce Henderson of the *Times Herald*, secretary, and Roy Roddy of the *Dallas News*, treasurer. Directors elected were Sam Holmes and Harmon Kallman of the *Dallas News* and Max Ewing of the Fort Worth Radio Station WBAP.



New Production Manager. J. Hugh Stempel has joined the Stempel Manufacturing Company as production manager. A former sales engineer with Mechanical Handling Systems, Detroit, Michigan, Hugh Stempel is a graduate of Georgia Tech where he majored in industrial engineering. He holds membership in the Engineering Society of Detroit, American Institute of Industrial Engineers, and Tau Beta Pi, honorary engineering fraternity. The Stempel Manufacturing Company, 2830 Roberta, manufactures office accessories.

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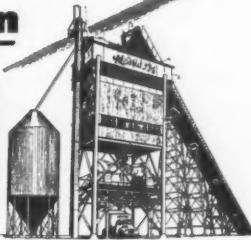
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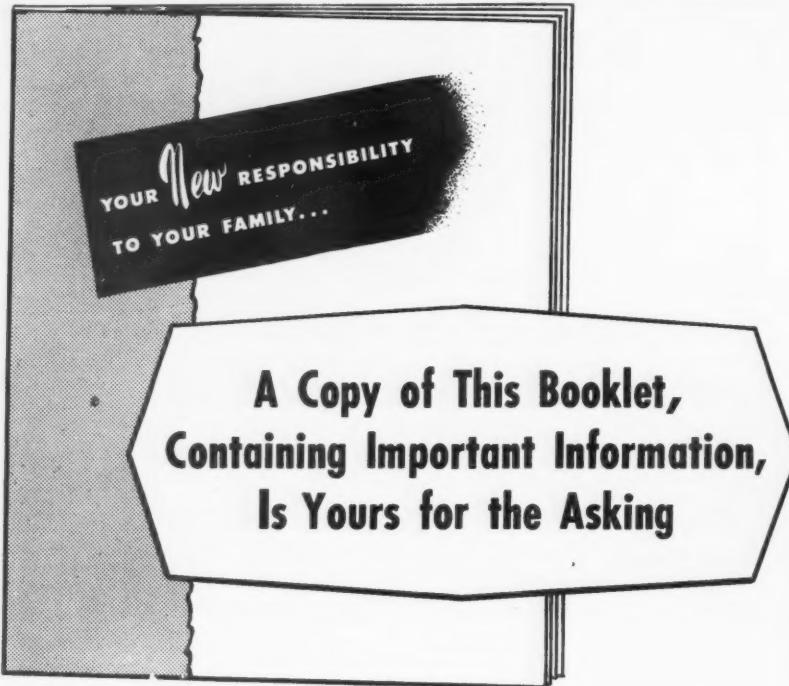
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Blood Drive Chairman. Recruitment chairman for the current Red Cross blood drive is John E. Mitchell, Dallas business and civic leader. Mr. Mitchell will head the county-wide program to recruit blood donors, with special emphasis on large industry. He pointed out that numerous industries already are conducting recruiting drives within their plants.



Heads School Advisory Office. Clint Pace, former reporter for the *Dallas Morning News*, has been named chief of the Dallas office of the National Citizens Commission for the public schools. From Mr. Pace's office at 1104 Main will come advice and information to help citizens groups improve their public school systems. Dallas is represented on the Citizens Commission by Stanley Marcus.

KEITH GILCHRIST has been appointed regional group manager for the Lincoln National Life Insurance Company in their Dallas office.

S. C. McINTOSH, as division staff member, and CLYDE HOTCHKISS of Forney, as real estate manager, have been promoted recently by the Safeway Stores.

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 DALLAS • HOUSTON • CORPUS CHRISTI • LUBBOCK

Elected Bank Director. E. Constantin, Jr., oil man and cafile raiser, has been elected a director of the Mercantile National Bank in Dallas. Mr. Constantin is president of the Texas-Canadian Oil Corporation and is also a major partner in the Southland Company and Coroco Drilling Company. The new director's business activities include water flooding operations to recover oil from abandoned or partially abandoned oil fields.



Receives Promotion. Gene Bridges has been made a vice president of the Republic National Bank. Mr. Bridges began his career at the Highland Park State Bank and joined the Republic National in 1947.

Teachers Receive Awards. Five Dallas schoolteachers, all past presidents of the Texas Classroom Teachers Association, were awarded gold pins for their service at the TSTA annual banquet last month. The teachers were Miss Lula Mock, Miss Annie Kate Tylor, Miss Jewel York, Mrs. Beulah Keeton and Rush Caldwell.



Named Vice President. Albert C. Armstrong, former chairman of the board of Northwestern Bank of Commerce, Duluth, Minnesota, is a new vice president of the Mercantile National Bank in Dallas. Active in banking since 1923, he attended the Wharton School of Finance at the University of Pennsylvania, the School of Business at Syracuse University and graduate school of banking and commerce, Columbia University. Mr. Armstrong is a member of Phi Beta Kappa and Delta Kappa Epsilon.

1 1 1

T. E. BRANIFF, founder and president of Braniff International Airways, and DR. UMPHREY LEE, president of Southern Methodist University, have been awarded honorary doctor of law degrees by Oklahoma City University.

1 1 1

E. M. LOFTUS, recently named Dallas manager of Moloney, Regan and Schmitt, Inc., has been appointed campaign co-ordinator of the 1952 National Foundation for Infantile Paralysis fund drive in eight North Texas counties.

1 1 1

FORREST GREGORY, formerly agency manager at Tyler, has been appointed field superintendent for Southland Life Insurance Company with headquarters in the company's home office at Dallas.

1 1 1

WILLIAM O. BRAECKLEIN has joined the law firm headed by Maury Hughes and T. F. Monroe. For the past year he has been a member of the Dallas city attorney's staff.

1 1 1

FRED J. WILSON has been appointed by the Blatz Brewing Company as district sales manager of the Dallas, Houston and Fort Worth area, with headquarters in Dallas.

DALLAS • DECEMBER, 1951

LANDAUER, GUERRERO and SHAFER

CONSULTING ENGINEERS

Air Conditioning, Heating, Ventilating, Electric Wiring and Plumbing
Design and Supervision

4801 Lemmon Avenue

JU-9562

LOCAL AND NATION-WIDE MOVING



Van & Storage Co.

17 Years Same Location

Agents For
GREYVAN LINES, INC.
Affiliated with Greyhound Lines

2615 ELM STREET • DALLAS • RA-9078

DO YOU SHOP FOR AN OPERATION?

Certainly not! The best surgeon is what you want when an operation is necessary. Treat your EYES as well as you do your appendix—have eyes examined and prescribed for by the best Eye Physician you know.



DR. MARTIN THOMAS

Bring Your Eye Physician's Prescription to us
for A-1 Quality Lenses

THOMAS
OPTICAL COMPANY
GROUND FLOOR MEDICAL ARTS • DALLAS

We can supply you
with everything from
GIFT BOXES and COTTON-
FILLED JEWELRY BOXES to
CORRUGATED SHIPPING
CONTAINERS!



Pollock

PAPER CORPORATION

Manufacturers

SOUTH LAMAR & ALMA STS. • DALLAS

Harwood 4161



ESTEVE BROTHERS

Here's a section of the attractive main office of Esteve Brothers . . . completely furnished by Bennett Printing Company.

Another Furniture installation
by *Bennett's*

*Here's a
suggestion
for you--*



Completely adjustable, posture supporting STENOGRAPHER'S CHAIR. Four different key adjustments make this chair "custom designed" for every person. Foam rubber cushion, ball bearing casters with 2" wheels and exclusive "Shu-Guards." Metal chassis guaranteed for life! Plastic covered, \$44.90; Claremont fabric covered, \$47.40.

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OFFICE FURNITURE
OFFICE SUPPLIES

Bennett's
BENNETT PRINTING COMPANY
1829 CORTICANA - DALLAS, TEXAS

TELEPHONE RIVERSIDE 3201

serving the southwest for 67 years



Receives Promotion. F. D. Boesch has been named assistant division manager in the sales department of the Texas Company. He succeeds M. J. Gammill, who has been made assistant manager for the southern territory. Succeeding Mr. Boesch is A. A. Zarafonetis, who started with the Dallas division in 1931.



Joins Republic Bank Staff. Edwin Ruthven, Jr., has joined the public relations staff of the Republic National Bank. He was a member of the sales and promotion department of the Dr. Pepper Company for the past eight years and previously for 11 years was in the sales and advertising departments of Dallas Power & Light Company. Mr. Ruthven attended Southern Methodist University, Dallas College, the Art Students League and Grand Central Art School of New York City.

J. B. SHORES, Texas & Pacific Railway public relations director, was presented at the annual meeting of the American Public Relations Association with the top award, the silver anvil, for the Texas and Pacific Railway's current public service advertising series, "How You Can Make America Strong."



Elected President. F. M. Boyd of the Anderson Furniture Company has been elected president of the Dallas Retail Credit Managers Association, succeeding C. T. Hosmer. Other officers elected were E. B. Massingill, first vice president; G. G. Alexander, second vice president; J. E. R. Chilton, Jr., secretary; Chellie Sue Bragg, assistant secretary, and J. N. Fanning, treasurer.

New Ward Store Opens. Ward Drug Stores has opened its newest store in the Clearview Shopping Center at Hampton and Illinois Avenues. C. L. Brown, a member of the drug chain for three years, is manager of the new Ward store, which is the eighth store to be opened in Dallas.

Enlarges Quarters. The Ted Clark Distributing Company has leased a new 12,000-square-foot building in the Trinity Industrial District at 110 Manufacturing. The move will be made January 1 into the new building, which is double the size of present quarters at 1339 Levee.

LLOYD HARLEY RHODES has opened the Harley House, a shop specializing in health foods and vitamins, at 206 South Ervay Street with Mrs. Rhodes as an associate.

CHARLES H. JENKINS has been appointed sales manager of the used car department of the recently opened Nichols Brothers Motors at 6116 Lemmon.

ALAN T. MYERS, as editor, received the Veterans of Foreign Wars award last month for having an outstanding cover on the Texas & Pacific Topics promoting the sale of V.F.W. buddy poppies.

DALLAS • DECEMBER, 1951

DORSEY

THE DORSEY COMPANY
DORSEY BLDG. • DALLAS

PRINTERS • LITHOGRAPHERS • STATIONERS • OFFICE FURNITURE

YOUR GLOBE-
WERNICKE DEALER

VISIT OUR DISPLAY ROOMS

Quality Lumber

AND BUILDING MATERIALS
BIG MILL-KILN DRIED-GRADE MARKED

YELLOW PINE

FIR DIMENSIONS SPECIAL ORDERS
INSULATING MATERIALS — WALL BOARDS
MINNESOTA PAINTS — BUILDERS HARDWARE

Call EL-3701 *Brewington LUMBER CO.*
2505 HAWES (at Maple)

HOW LONG IS A TEXAS MILE?



As long as you choose to make it! By auto, 80 seconds — by Trans-Texas Airways twin-engine 21-passenger DC-3 Starliner, only 20-seconds!



Travel time-tested
Trans-Texas Airways

TRANS-TEXAS
Airways

Business Opportunities

EDITOR'S NOTE: The Dallas Chamber of Commerce cannot guarantee any firm or individual mentioned in this column. All statements are those of the firms or individuals, and it is suggested the usual investigation be made in each instance.

The following firms are seeking representation in Dallas and vicinity:

Guarantee Sheet Metal Works, 507 East Third Street, Los Angeles 12, Calif.

fornia, wishes to contact a sales representative for the Dallas area for their patented jack.

Wisham Enterprises, 41 Sheridan Street, San Francisco 3, California, is seeking a salesman, who calls on retail florists, to represent their line of advertising material for florists in Texas and adjoining states.

A-A-A Warehousing and Distribution Services, 415 Greenwich Street, New York 13, New York, wishes to furnish to Dallas manufacturers warehousing and distribution services in the New York area and other sections of the country.

Holiday Blaze Dangers Cited by Fire Council

"A Fire-Safe Christmas"—that's what the Dallas Fire Prevention Council wants to make Dallas during the 1951-52 Christmas and New Year holidays. The council is conducting a campaign to educate citizens of the unusual fire hazards created by holiday decorations in the home. "Every year," says Council Member L. F. Holland, "from a few days prior to Christmas to a few weeks after New Year's Day fires rage up and down the nation. Many of these fires are the result of hazards which exist only during the holiday season — of carelessness which would not be tolerated at any other time."

The council offers these precautions to homeowners:

(1) Watch that Christmas tree! It is likely to dry up after a few days inside. If you wish to keep it up after Christmas, set it in a pan of water so it will soak up moisture and become less inflammable.

(2) Christmas lighting can be dangerous, too. Keep open flames, such as candles, at a minimum and in non-hazardous locations. Check lighting systems against short circuits.

(3) Be leery of purchasing combustible decorations. Insist on flame-proof materials.

S. J. NADEL, CLU AND ASSOCIATES

Employee Benefit Plans
604 Tower Petroleum Building
Telephone RI-9454



annahill
LETTER SERVICE
1720½ Bryan (at St. Paul)

annahill says: 'It PAYS to be

— RA-4484 — **PICK-Y** — RI-3319-
in ADVERTISING!

Join the hundreds of our customer-friends who keep coming back to us because they found \$\$\$ in D-M.

— **TYPE** — **IMEOGRAPH**
ULTIGRAPH
ULTILITH
AILING
ANY OTHER SERVICES

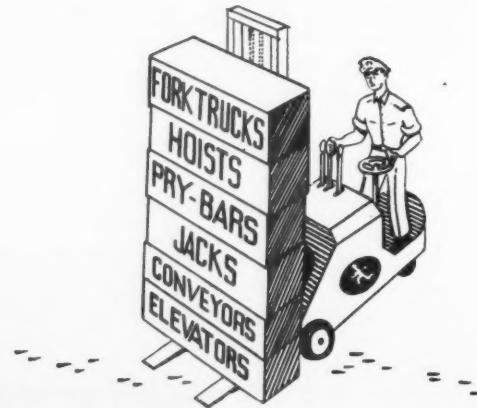
— **PRINT** — **DIRECT-BY-MAIL**

ALL TYPE IN THIS AD SET IN OUR OWN SHOP AT LOW COST.

TELEPHONE
RA-8411

WE BUY RENT REPAIR SERVICE FORK LIFTS

TEXAS DELIVERY WAREHOUSE





Receives Promotion. James D. Berry of the Republic National Bank has been promoted to vice president. Mr. Berry joined the Republic National Bank in June, 1950.



Becomes O.P.S. Executive. C. J. Taylor, former district manager for a Fort Worth wholesale appliance company, has been named price executive for the Dallas district Office of Price Stabilization. Mr. Taylor joined O.P.S. last March as price executive for the Lubbock district. In September he was named price specialist for O.P.S. regional consumer goods branch in Dallas. He replaces Wesley E. Stevenson, who resigned as Dallas district price executive to return to private business.

ALLAN K. LYNAR has been appointed sales representative in the American Airlines' Dallas district, with offices in the Mercantile National Bank Building.

DR. ERIC MARSHALL DARNALL has recently opened the Management Consulting Service at 2502 Cedar Springs Avenue.

*DICTAPHONE'S "TIME-MASTER"

Makes you the master of your time

*One of America's great and trusted trademarks

FRED L. HAYNES District Manager

Dictaphone Corporation

2013 N. Akard RI-6117
R. O. LANE W. L. SYKES, JR. JIM E. TERRILL

Be Sure—Insure with Sherman

All Lines of Insurance

F. H. SHERMAN

508 S. W. Life Bldg. PR-0488

Member Dallas Insurance Agents Assn.

Fully-Paid Investment

Certificates Issued

\$100 to \$10,000

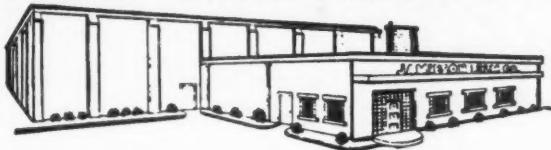
Insured by Federal Savings and Loan
Insurance Corporation, Washington, D. C.

METROPOLITAN BUILDING

& LOAN ASSOCIATION

1400 MAIN STREET RI-5103

MOTION PICTURE PRODUCERS for 34 Years!



COMPLETE PRODUCTION FACILITIES

3825 Bryan St. • DALLAS • TE-8158

JAMIESON FILM CO.

FILMS FOR:

- public relations
- industry
- training
- sales
- television

"Constant and unrelenting effort to achieve an air conditioning installation of the highest value to our customer, accompanied by alert, economical maintenance and service throughout the years of its use"—

FOR FIFTEEN YEARS THIS HAS BEEN ONE OF THE BASIC IDEALS OF OUR COMPANY. THIS IDEAL WILL CONTINUE TO BE OUR POLICY.

Matthews Engineering Company

2122 OLIVE STREET • Riverside 5166

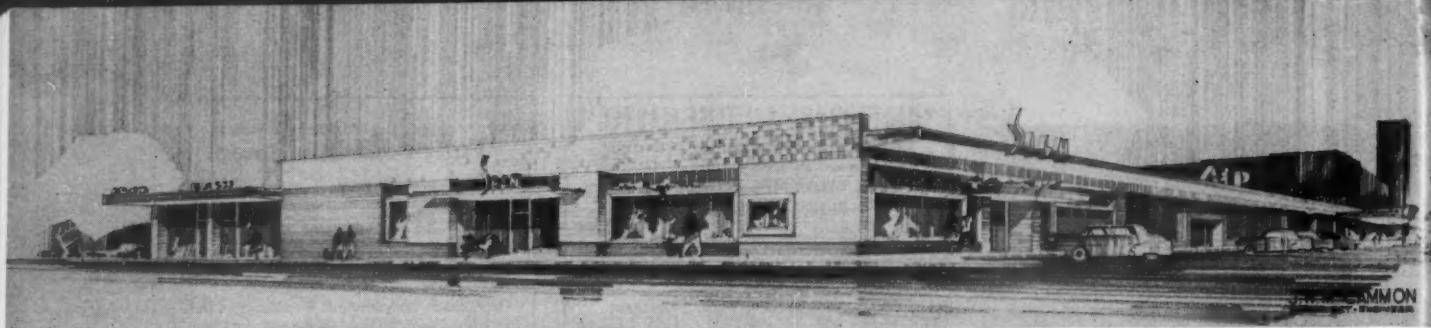


THERE'S POSITIVE PROTECTION FOR YOUR PRODUCT IN GAYLORD BOXES

Call us for better packaging

CORRUGATED AND SOLID FIBRE





Architect's Sketch of Retail Store Building being constructed by Love & Costa and containing 38,400 square feet of floor area at the Northwest Corner Westchester Drive and Luther Lane in Preston Square, just West of Preston Road near Northwest Highway. A & P Food Stores will occupy 80' x 150' space. Three other stores

are for lease. This building fronts on a 6-acre paved parking area which together with parking space immediately available will accommodate 550 to 600 cars at one time. Love & Costa own other land on Preston Square and expect to improve it for lease as soon as Government Restrictions of critical materials will permit.



F. M. LOVE
Chairman of the Board

INSURANCE-REAL ESTATE

LOVE & COSTA Insurance Agency, an affiliate organization, writes all forms of Fire & Casualty Insurance and Fidelity and Surety Bonds. We also maintain a complete Real Estate Department.

For the 28th year we wish our friends and customers a Merry Christmas and a Prosperous New Year.

We have grown with Dallas and we believe in Dallas. Today our organization is servicing a volume of more than sixty million dollars in mortgages. We thank those who have helped us grow and made this volume possible. We extend a hearty welcome to all and invite an opportunity to counsel with you on your mortgage loan requirements.



AUBREY M. COSTA
President

MORTGAGE LOANS

COMMERCIAL — INDUSTRIAL
AND RESIDENTIAL
TO BUY, BUILD, FINANCE, REPAIR
BEST INTEREST RATES
LOANS APPROVED FROM PLANS AND
SPECIFICATIONS ON PROPOSED
BUILDINGS

SOUTHERN TRUST & MORTGAGE Co.

Established 1924

1302-4 MAIN STREET

DALLAS

Phone RI-5551



Interior view

of general offices
of Southern Trust
& Mortgage Company and
Love & Costa.

Completely departmentalized

for efficient service
in mortgage loans,
insurance, and
real estate.



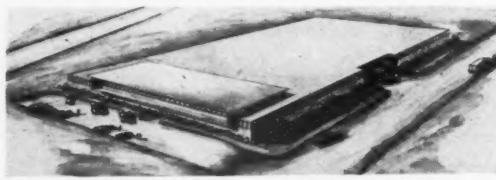
New G. E. Supply Manager. Howard D. Peacock has been appointed Dallas district manager of General Electric Supply Corporation. He succeeds R. Jackson West, who is being transferred to Los Angeles, California, as district manager. Mr. Peacock has been manager of appliance and electronic sales in Atlanta, Georgia, for the company since 1942. He has been with the firm since 1932.



Manages Sanger Branch. Chester Beckwith, former manager of the Vogue store in Fort Worth, is now manager of the Sanger's Highland Park Village store, according to Sanger's President, Henry X. Salzberger. Mr. Beckwith replaces J. C. McWaters, former Village store manager, transferred to the company's downtown store. Alfred L. Rothschild has been named buyer of suits and coats for both Sanger stores. A Georgia Tech graduate, Mr. Rothschild comes to Sanger's from Bloomingdale's, in New York City, where he held a similar buyer's position.

WILLIAM I. MURRELL has opened his office for the practice of public accounting at 2003 Republic Bank Building.

B. F. GOODRICH "FIRST IN RUBBER"



in the
TRINITY
INDUSTRIAL
DISTRICT

Shown at the left is the new Southwestern headquarters building and regional warehouse of the B. F. Goodrich Company.

For information concerning property in the Trinity Industrial District consult your real estate broker or:
INDUSTRIAL PROPERTIES CORPORATION • 401 Republic Bank Building • RI-6552

KLIMIST STORE FIXTURE MANUFACTURING CO.

DESIGNERS and MANUFACTURERS
of CUSTOM MADE and
UNITIZED STORE FIXTURES

Immediate Delivery — Remodernize Now

Visit Our Complete Show Room at 1107 Jackson Street

RI-6323

Or Phone

RI-5260

"Serving the Southwest over Forty Years"

HUNTER-HAYES CO.

ELEVATORS — PEELLE MOTORSTAIRS
Commercial and Residence
Installation - Service - Repairs

DALLAS

HOUSTON

SAN ANTONIO

FAST ACTION ON LTL

LTL is important business with us. Our terminals are organized to give such freight fast and efficient attention. Our main terminal at St. Louis covers a city block (has 54 dock doors)—speeds LTL shipments to and from DALLAS through the St. Louis Gateway.

100% Responsible on both
Direct and Interline Shipments.



Daily Direct Service
between DALLAS and
points shown on map.

23 years of constantly improving motor freight service.

VIKING FREIGHT COMPANY

146 PAYNE STREET • DALLAS • RIVERSIDE 1488



Just about as irrefutable as
 Einstein's $E = MC^2$ equation (and much easier to
 understand) is our $E + A = Q$ equation shown
 on the blackboard above.

It's just an abbreviated way to tell you the formula we use in
 our plant to give our customers the kind of printing they want.

"E" for effort—a sincere effort on the part of all
 our employees to do the job right in every detail; plus "A"
 for ability—the all important skill required to handle the
 work properly; equals "Q" for quality—the thing
 that counts most in the finished job.

We hope you'll give us an opportunity, soon, to
 show you how well the formula works.

Go to

Haughton Brothers
 for Better Printing

3116 COMMERCE STREET • PR. 2583



Joins Dallas Firm. John M. White, vice president of the Laughlin-Wilson-Baxter & Persons, advertising company, has been transferred from Houston to the Dallas office. He has been with the firm for nearly six years and was manager of the company's Memphis office for two years. Mr. White is a graduate of Rice Institute and holds a master's degree from Columbia University.



Heads Association. George W. Jalonick, III, vice president of the Southwest Airmotive Company, was elected president of the Aviation Distributors and Manufacturers Association at a meeting in the Waldorf Astoria Hotel, New York City, this month. He succeeded R. W. Richardson of the Goodyear Tire and Rubber Company. Mr. Jalonick is a native of Dallas and a former student at the University of Texas. He has served as director and vice president of the association. Two other Southwest Airmotive Company representatives, who were present at the meeting, were Paul A. Kennedy, secretary and sales manager, who was re-elected as a director, and Al Harting, who gave one of the principle addresses.



The Beer that made Milwaukee Famous



"Situation well in hand!"

Even the embarrassment of painting himself into a corner can't dampen a man's enthusiasm for Schlitz.

We think you'll like Schlitz best, too, because more people like the taste of Schlitz than any other beer. That's why Schlitz is...

The Largest-Selling Beer in America

S. H. LYNCH & CO., Wholesalers
Gaston at Oakland, Dallas

**Business and Industrial
Real Estate**
Sales—Leases—Loans—Appraisals
HENRY S. MILLER CO.
Realtors
Southland Life Building—Dallas—Phone RI-9171

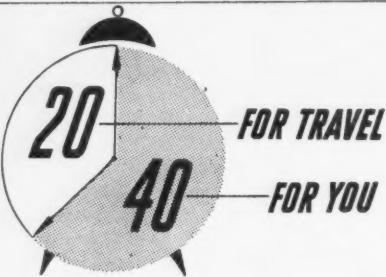
HINTON & LOCKE, INC.
Real Estate Loans
305 North Ervy
Phone RI-4663

Proven ability...

from years of successful service
in printing, lithographing and sta-
tionery, means greater efficiency
to you . . .

Etheridge Printing Company
1812 N. Field RA ndolph 8101

**SPECIAL
DIVIDEND ON
TRAVEL TIME**



BONUS: 40 MINUTES SAVED FROM EACH TRAVEL HOUR!

On the ground, you would be one-third of the way to your destination at the same time that you *arrive there* by Pioneer. You actually save approximately 40 minutes out of every travel hour . . . when you fly Pioneer.

For
information
and
reservations
call
DI-7527



Serving the key cities of the Southwest



PIONEER

AIR LINES



Appointed Supervisor. Roger W. Reynolds has been appointed supervisor in the North Texas branch of the Great-West Life Assurance Company. Mr. Reynolds will serve as assistant to Newman E. Long, manager of the branch in the development of career life underwriters in North Texas. The company plans expansion throughout North Texas beginning January 1, 1952. A graduate of Otterbein College, Mr. Reynolds is vice president of the Dallas Junior Chamber of Commerce. He attended the Institute of Insurance Marketing at Southern Methodist University.



Named to Engineering Board. Elgin B. Robertson, Sr., electrical engineer and president of Elgin B. Robertson, Inc., representative, recently was appointed to a new board of the National Society of Professional Engineers. Mr. Robertson will be one of 20 engineers throughout the country who will serve on the Professional Engineers Conference Board for Industry, which will report on engineering and industrial problems.

ROBERT A. RIGGS has been ap-
pointed sales representative of South-
western Life Insurance Company.

Now Leasing — 470,000 SQUARE FEET AVAILABLE

Dallas' newest expansion to serve modern merchandising needs. Office, display, merchandising and warehouse facilities—now being remodeled and air conditioned as fast as critical materials will permit. Patterned after the Chicago Merchandise Mart, this building will offer service, space and conveniences second to none in the Southwest.

- Large Office Areas
- Small Offices and Suites
- Combination Offices and Showrooms
- Warehouse Space

Ideal for Jobbers, Distributors and Manufacturers' Agents



A Modern Merchandise Mart in the Heart of Downtown Dallas

- ★ Central Location—Three Blocks from New Statler Hotel Site
- Four Blocks from Baker and Adolphus Hotels
- ★ Ample Trackage—Direct Unloading Block-long Freight Dock
- ★ Excellent Dock Facilities for Motor Freight
- ★ Back from Street Truck Maneuvering Area—No Traffic Tie-ups
- ★ Concentrated Service Facilities

For Further Information Phone, Write or Wire

J. N. FISHER
REALTOR



1405-7 Mercantile Bank Building

Dallas

Telephone Riverside 4675

POINT of DECISION

ADVERTISING

The Salesman who produces results and the Advertiser who uses DALLAS for his Sales Message —go directly to the Point of Decision.

Sales Executives who use DALLAS know that it is read every month by Key Executives who do the major business buying in the Dallas Area.

DALLAS has no elaborate charts on readers in Lower Manhattan or North Zulch. Its reader impact is at the Point of Decision in Dallas.

DALLAS is the cheapest, simplest and most effective magazine to reach every segment of Dallas Business—at the Point of Decision.

DALLAS

Business Magazine of America's Number One Region of Opportunity.

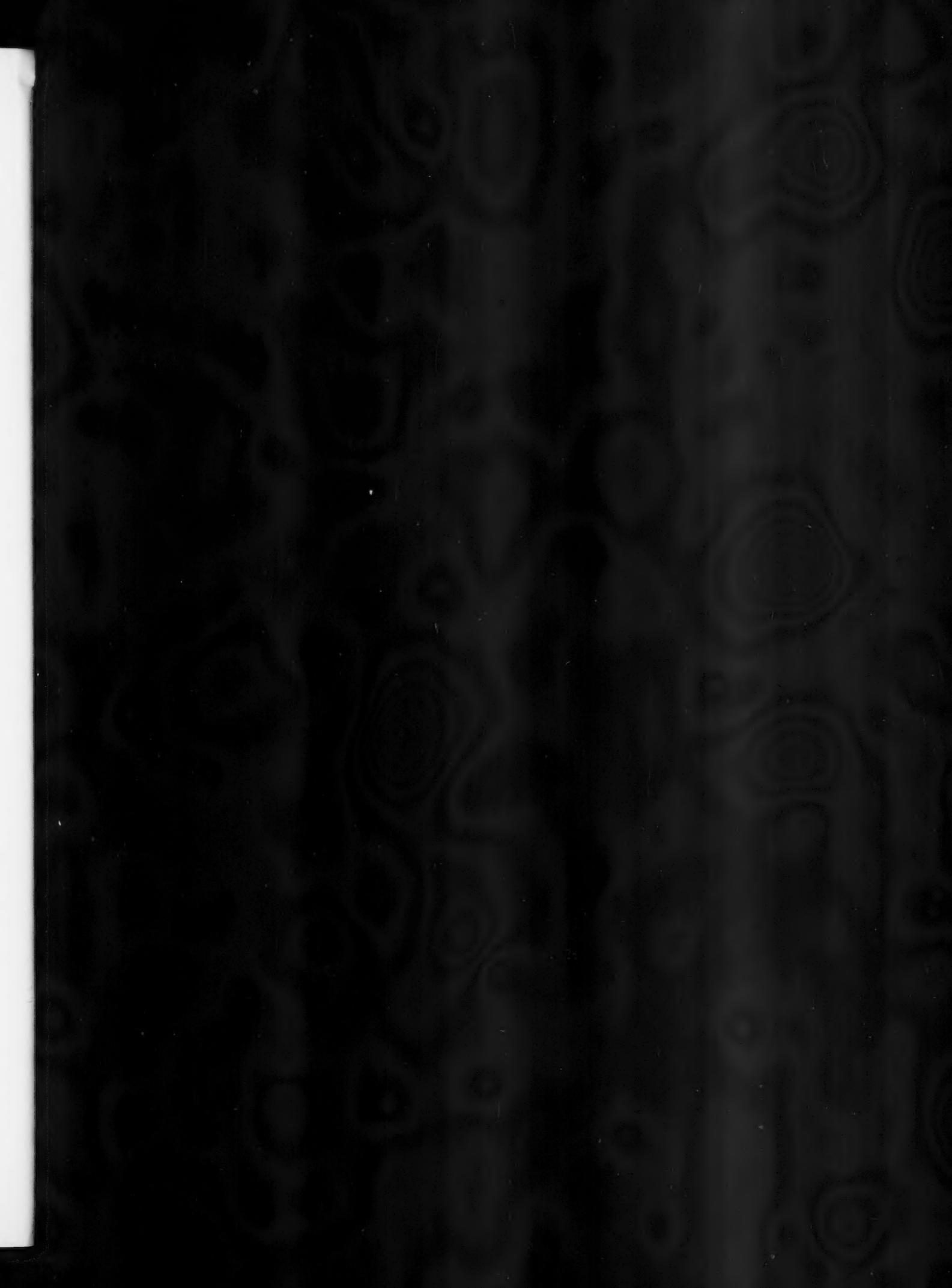
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Prospect 8451

For Rates and Information

TOM McHALE
Advertising Manager

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DALLAS PIONEERS

Established

1857 Sanger Bros.
In Texas
Opened Dallas Store in 1872

1869 The Schoellkopf
Company
Manufacturers and
Wholesale Distributors

1872 Waples-Platter
Company
White Swan Fine Foods

1874 Bolanz &
Bolanz
Real Estate and Insurance

1875 First National
Bank in Dallas
Banking

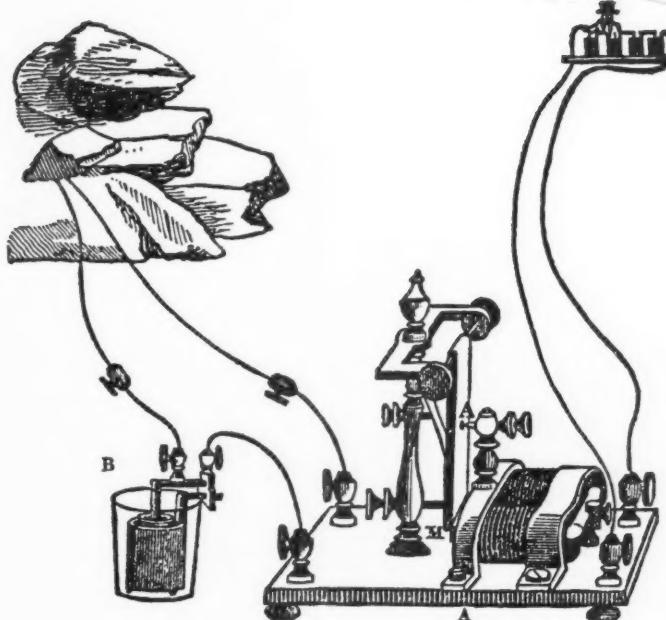
1876 Lyon-Gray Lumber
Company
Experienced Retailers of
Building Materials

1878 National Bank
of Commerce
Banking

1888 Sutton, Steele
& Steele, Inc.
Engineers and Manufacturers
Specific Gravity, Electrostatic,
and Controlaire Separators

1889 Austin Brothers
Steel Co.
Steel for Structures of Every Kind

1889 Watson
Company
Contractors and Builders



ON MAY 24, 1844, Samuel Finley Breese Morse, inventor of the electric telegraph, sent out the first message on the instrument reproduced in the above sketch to inaugurate a new communication era. On December 11, 1951, the First National Bank in Dallas put the first Telesign in America in operation on Dallas' busiest corner, Main and Akard. "Uncensored news is the basis of freedom"—Ben H. Wooten, president of the First National Bank, "was the first message flashed across this Telesign. Back in October, 1875, the same month and year the First National Bank was founded, the first Western Union office opened in Dallas with one operator pounding out telegrams in dots and dashes on a Morse key. Today the Dallas Western Union office ranks third in the nation as a telegraph and relay center and the First National Bank is the largest in the Southwest. Important spot news items can be flashed on this sign within 15 seconds of the event itself if the event is covered by wire association services. Changes in "copy" flowing across the Telesign can be made almost instantaneously. The First National Telesign is second in length only to the famous sign on Times Square in New York City. The First National is said to be the only bank in the world to flash wire news bulletins as a community service."

Business Confidence Built on Years of Service

Old firms like old friends demonstrate their worth by dependable service through long periods of prosperity and adversity. The Dallas business pioneers listed on this page have progressed with the city they have helped to build. Their long and successful operations point up the economic power and stability of the community. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

Established

1892 The Egan
Company
Printing, Lithographing, and
Embossed Labels

1893 Oriental Laundry
and Cleaners
Finer Laundering, Cleaning,
and Fur Storage

1896 Briggs-Weaver
Machinery Co.
Industrial Machinery
and Supplies

1897 Anderson
Furniture Co.
Dallas' Oldest Furniture Store

1898 Lang's Floral
& Nursery Co.
The Southwest's Foremost Florists,
Decorators, Nursery Landscape
Service

1898 The Praetorians
Life Insurance Service

1904 T. A. Manning
& Sons
Insurance Managers
Fire—Casualty

1905 Smith's
Detective
And Nightwatch Service
Electrical Protective Service

1910 Red Bryan's
Smokehouse
Barbecued Meats

1910 Moser & Co.
Realtors
Industrial, Commercial and
Residential Leases and Sales

1911 Graham-Brown
Shoe Company
Manufacturing
Wholesalers

INCOMPARABLE
"RUNNING-MATES"

LONE STAR'S

Cadillacs



OLDSMOBILES

backed by the finest
service organization
in the country ...

LONE STAR OLDS  CADILLAC CO.

2311 ROSS DISTRIBUTORS

RA-7221 DALLAS, TEXAS

SO CONVENIENTLY LOCATED, 2300 BLOCK OF ROSS AVE. RA-7222



It won't be long now!

1952 is coming through the door. He's Reddy with his New Years resolution!

"I, Reddy Kilowatt, electric servant of the people, do hereby resolve that I shall be on the job 24 hours a day, everyday throughout the coming year. Further, that I shall constantly strive to serve business and industry, and the homes of Dallas with dependable, efficient, low-cost electric service. Lastly, that come what may, I shall be alert and ready with power for progress in peace or strength in war."

Reddy Kilowatt

"Remember.. electricity does so much.. costs so little!"

DALLAS POWER & LIGHT COMPANY

Public Library

St. Louis 4, Mo.

D

"MODERN AS THE COVERINGS WE MAKE"

... That's D. F. Brown's description of Mercantile Drive-In-Deposits. Mr. Brown is office manager of Fratex Fashions, 126 Cole Street. Fratex manufactures and distributes soft plastics . . . seat covers, draperies, rain coats, aprons and shower curtains. He tells us that our Drive-in saves his firm approximately 30 minutes a day or 156 man hours a year and enables one man to do all the banking from his car without parking or traffic worries. "Drive-in Deposit was just one of a number of customer services which led us to select the Mercantile as a progressive bank alert to business needs," Mr. Brown stated. Just try us. Drive in on Commerce and out on Main.



